

Christmas Gifts

SEARS, ROEBUCK AND CO.

CHICAGO • PHILADELPHIA • BOSTON • KANSAS CITY •
MINNEAPOLIS • ATLANTA • MEMPHIS • DALLAS • SEATTLE • LOS ANGELES

Shop Early, Shop Often, Sears Guarantee Satisfaction or Your Money Back. Don't miss the November Specials on Pages D, E, F and G in Center of Book. See Center of Book for Index, Easy Terms and How to Order.

1940'S BEST DOLL BUY!

~~\$2.00~~ Value

- 16 inches tall • Sleeping eyes
- Crying voice • Turning head

The prettiest dressed baby ever offered at this unheard of low price! Cotton filled body shaped to sit alone like costly dolls. Daintily dressed. Lustrous celanese rayon coat, trimmed with nice quality lace; ruffled, shirred, ribbon tied bonnet; cute organdy dress; rubber panties; rayon socks; booties. Shipping weight, 1 lb. 12 oz.

49 N 3102

\$1.00





You, Too, Can Easily
Make Gift Packages as
Beautiful as This One



175 Cards, Tags and Seals

Enough for your whole family! Only at Sears, Roebuck and Co. will you find so complete an assortment with each piece so well made. Includes: a large 5 1/4-in. red poinsettia seal, 3 3/4 in. holly and poinsettia spray, cut-out Santa Claus seals and many other cards, tags and seals in assorted sizes. A variety great enough so that you can make each gift individual.

3 N 5558—Shpg. wt., 7 oz. 175 Pieces.....19c

100 Cards, Tags and Seals (Not illus.)

3 N 5567—Shpg. wt., 3 oz. 100 Pieces.....10c

Attractive Gift Tissues

Make a good impression with colorful Christmas papers! Sheet size, 20x30 in.

3 N 5569—24 Sheets of White. 10c

Shipping weight, 12 oz. Only.....

3 N 5567—10 Sheets of Ass't Decorated. 10c

Size, 20x28 in. Shipping wt., 6 oz. Only.....

3 N 5570—5 Sheets of Ass't Decorated. 10c

Better quality—deeper, brighter colors. Shipping weight 8 oz. Only.....

3 N 5566—38 Sheets Assorted. 22 White, 6 Red, 2 Green, 4 Blue and 4 Decorated. Shpg. wt., 1 lb. 4 oz. For only.....21c

A Sears "Best Buy"

Worth About TWICE Our Low Price

MAGIC
WRAPPING
ASSORTMENT

79¢
Complete

We think this is the best wrapping assortment you can buy at anything near this price. Every piece has been carefully selected from the very latest designs for color, beauty, design and attractiveness, and we know you will be more than pleased with it. We have made the price appealingly low—literally giving you *double your money's worth*. Instructions are included to help you with the "professional touches." Just look at all you get! 39 Wrapping Sheets (20x30 in.)—8 Fancy Decorated 23 White, 5 Red, 3 Blue; 125 ft. of Cellophane Ribbon, 1/4 to 3/4 inches wide, in Red, Blue, Printed and Plain; 33 feet of Tinsel Ribbon, 1/4 to 1/2 inches wide, in Green and Silver, Blue and Silver; 50 feet of Red Rayon Cord; 113 Assorted Seals, 9 string Tags, 27 Enclosure Cards. From the big, strong beautifully designed sheets of wrapping paper down to the smallest seal—we've packed quality into every detail! 3 N 5555—In gift box. Shpg. wt., 2 lbs. 8 oz.....79c

Standard Assortment—75c Value

(Not shown). 45 Wrapping Sheets (20x30 in.)—3 Fancy decorated, 30 White, 6 Red, 6 Blue; 45 feet of 1/4 inch Red Cellophane Ribbon; 100 feet of Red, Green and Silver Cord; 33 feet of Assorted Red and Silver, Blue and Silver Tinsel Ribbon, 1/4 and 1/2 inch wide; 100 Assorted Cards, Tags and Seals.

3 N 5550—Shpg. wt., 1 lb. 3 oz.....49c

Thrift Assortment—A Grand Bargain

(Not shown). 32 Wrapping Sheets (20x30 in.)—2 Fancy, 18 White, 6 Red, 6 Blue; 165 feet of Red, Green and Silver Cord; 140 Assorted Cards, Tags and Seals.

3 N 5556—Shpg. wt., 12 oz.....27c

Brand New Ribbon Assortment

A 40c value! 100 ft. of assorted ribbons—offered by Sears for the first time! Designed cellophane and tinsel ribbons, ranging in widths from 1/4 to 3/4 in. Put up on 7 cards.

3 N 5573—Shipping weight, 5 oz.....29c

45 Feet of 1/4 inch Tinsel Ribbon

(Not illus.) Red and Silver, or all Silver. 10c

3 N 5593—State color.....

90 Feet of 1/4 inch Cellophane Ribbon

(Not illustrated) Red, Blue or Green. 10c

3 N 5589—State color. Shipping weights, above, 2 ounces.....

CARDS FOR THOSE WHO WANT THEIR NAMES PRINTED



50 Christmas Folders with Envelopes

Your Name Printed at this Low Price

89c

An astounding value, even for Sears! Worth every penny of \$1.50, this assortment includes designs lovely enough to dazzle your most particular friends. Here's what you get: 10 each of 4 designs, 2 each of 4 designs, and 1 each of 2 designs—50 folders in all! Candles, carolers, outdoor scenes, wise men—the very spirit of Christmas is captured in these outstanding personal folders. Lithographed in five rich colors on fine quality paper with a distinctive fancy finish. Every folder with inside design and different sentiment. All are 4-fold type, 5 1/2 x 4 in. Minimum order accepted is fifty. Print name wanted. See NOTE below.

3 N 05710—Shpg. wt., 1 lb.

50 Folders and Envelopes for 89c

NOTE: Your name printed on third page in suitable black type. The same name will be printed on all folders—no split orders accepted. Allow one day for printing. 3 N 5717F and 3 N 5718F shipped separately from printers (allow 3 days). Raised printing looks and feels like engraving. Print name.

25 Christmas Folders with Envelopes

95c

A \$2.00 value! 5 each of 5 designs, all with gold or silver color foil underlays, cut-outs and inside designs; all but one are embossed. Lithographed in colors on smooth weave paper. Two poinsettia designs, a stage-coach scene, candle design and a snow scene offer a wide choice for all tastes. Varied sentiments. Size, 5 1/2 x 4 1/2 in. Minimum order, 25. Print name. See NOTE below.

3 N 05716—Shpg. wt., 12 oz.....95c

25 Xmas Folders with Envelopes

\$1.39

You'd pay \$3.00 for these elsewhere! The lovely poinsettia and candle design is a genuine steel engraving, hand water-colored in 3 colors. Steel engraved inside design and sentiment. Size, 5 3/4 x 4 1/4 in. Print name. See NOTE below. Shpg. wt., 14 oz.

3 N 5717F—25 Name Printed \$1.39

3 N 5718F—25 with Name in Raised Printing.....1.65



19 FOLDERS FOR

39¢ Our Best Christmas Card Value
Wins 4-Star Honors Because:

- ★ It has costly features—Silver color raised printing—glistening foil underlays—silk cord, tassel ribbon decorations—cut-out design!
- ★ It reflects modern advancements in color and design—new ways of expressing the old-fashioned warmth and richness of the holiday season!
- ★ New process lustrous finish on many cards—the designs gleam with twice the beauty of ordinary cards! A brand new effect!
- ★ They are printed or lithographed on fine quality papers, many with a silk-like sheen—no two designs are alike—some have inside design!

We honestly believe that this is the greatest Christmas card value in America! We don't think there is another one that offers such satisfying, heart-warming beauty at anywhere near this price! Includes all your favorite Christmas scenes: candles, poinsettias, outdoor snow scenes, bells, doorways—and many others! In addition to all this, there is the sensational new lustrous finish on many of the cards... the designs are covered with a thin layer of laminated cellophane so that each detail is enhanced. Selected sentiments. 4-fold type, 5½x4¼ to 6¼x4¼ in.

3 N 5670—Shipping wt., 10 oz. **19** De Luxe Folders with Envelopes in Fancy Box **39¢**



25 Christmas Folders with Envelopes **25¢**
Sears Thrift Assortment . . . Worth 50¢

Don't forget anyone this year—our "penny apiece" assortment will take care of all your Christmas list! They're actually worth twice this price, so you're getting double your money's worth! Each has its own envelope, there are no two alike and they're all large sizes (4¼x4½ to 4¾x4¾ in.) Lithographed or printed in colors on smooth finish papers with inside designs (a feature rarely found at this price). All are the expensive 4-fold type with friendly cheery greeting—assorted sentiments.

3 N 5672—Shpg. wt., 8 oz. **25** Folders and Envelopes in Fancy Box **25¢**

Copyright, 1940 by Sears, Roebuck and Co. Printed in U.S.A.

Send Christmas Greetings

CARDS FOR THOSE WHO WANT
TO WRITE THEIR NAMES



21 Colorful Christmas Folders **59¢**
Each with an Envelope!

This year, why not save almost half on your Christmas cards? Yes, sir—these cards of ours are the same quality (if not better) as those agents are selling for \$1.00. The assortment includes the same gold or silver color foil underlays, the same delicate cut-outs, even the expensive looking ribbon and tassel trimmings! The designs are brand new; you'll get cards with poinsettias, candles, snow scenes, holly and bells—all printed or lithographed in rich colors on fancy an smooth finish papers. All are the 4-fold type, with charming inside designs. Sentiments are assorted, so you can say "Merry Christmas" to different folks in the warmest, friendliest way possible. You save, too, by writing your name on each card yourself. Sizes range from 5½x4¼ to 6x5 in. Shpg. wt., 12 oz.

3 N 5671..... **21** Folders with Envelopes in Fancy Box for Only **59¢**



25 Exquisite Folders and Envelopes **79¢**
Our Finest Cards . . . Usually Sells for \$1.75

One of 1940's newest and most "Christmasy" assortments! You'd pay 50¢ at least for the four silk ribbon-trimmed cards alone! Some are lithographed, some are steel engraved, one is even embossed. Cutout designs reveal the gold and silver color underlays—many expensive tip-ons—fancy paper—inside designs and extra large sizes (5½x4¼ to 6¼x5½ in.)—they couldn't be nicer! Shipping wt., 12 oz.

3 N 5687..... **25** Of Our Very Best Christmas Folders with Envelopes in Fancy Box **79¢**

WishbookWeb.com



(A)
Corduroy With Hood \$3.98
Without Hood \$2.98

(B)
Rayon Suede \$3.49
Blanket Cloth \$2.98

(C)
Celanese Rayon Taffeta \$3.98
Cotton Seersucker \$2.98
Cotton Poplin \$1.98

(D)
Misses' Sizes \$3.98
Women's Sizes \$4.48



Slippers 79¢

Cotton Chenille "Souffles" to match robe (D) above. Same colors. Sold only with robe. Sizes: 3, 4, 5, 6, 7, 8. Wide width only. State shoe size, color.
▲ 7N 6410M—Shpg. wt., 6 oz. 79¢

Give Her a Robe

Her First Choice . . . Your Best Buy
Priced to Please Your Christmas Budget

(A) Perfect gift for a luxury-loving lady! Fine Wide Corduroy house coat with an enchanting, contrastingly lined hood that falls back into a cowl collar. Crown zip closing, about 24 inches long. Wide sweeping skirt. Length, about 55 in. Colors: Scarlet Red or Royal Blue. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; see Size Scale at right below.
▲ 7 N 6416—Hooded Robe Shpg. wt., 2 lbs. 10 oz. . . . \$3.98
▲ 7 N 6417—Robe without Hood. Shpg. wt., 2 lbs. 3 oz. . . \$2.98
Garments marked with triangle ▲ are shipped from Fashion Headquarters in New York City. Order and pay postage from nearest Mail Order House.

(B) Just the gift for someone SPECIAL—she'll never guess its low price! Exquisitely tailored robe in two cozy better quality fabrics. Full-flaring skirt, soft shawl collar, Shimmery Rayon Satin binding, cord girdle. About 56 in. long. Sizes: Extra-Small, Small, Medium or Large. State size, color; see Size Scale below. Shpg. wt., each, 2 lbs. 11 oz.
Velvety-Smooth All Rayon Suede 77 N 6503—Dusty Rose or deep Copen Blue. . . . \$3.49
Soft, Fleecy Cotton Blanket Cloth 77 N 6502—American Beauty, Baby Blue or Royal Blue. . . \$2.98

(C) House coat of the year in three fabrics! Flashing plaid panel, new pockets and set-in waistband make it a super-flatterer! Crown zip front, about 30 in. Lgth., about 56 in. Colors: Royal Blue or American Beauty, harmonizing Plaid. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; see Size Scale below. Shpg. wt., each, 2 lbs.
▲ 7 N 6435—Celanese Rayon Taffeta (\$5.95 value). . . . \$3.98
▲ 7 N 6436—Our Finest Washfast Cotton Seersucker. Do not confuse with cheaper quality. \$2.98
▲ 7 N 6437—Our Better Washfast Cotton Poplin. . . \$1.98

(D) She'll adore the cozy comfort and flowing lines of this good quality, deeply piled Cotton Chenille robe! Gift-givers will welcome its low price! Wide revers, smart bell sleeves and inside ties. Self cash nips a flaring skirt! About 56 in. long. See slippers to match it above! Colors: American Beauty, Dusty Rose or Bluebird Blue. State size, color; see Size Scale below. Shpg. wt., each, 2 lbs. 12 oz.
▲ 7 N 6420M—Misses' Size Range: 12, 14, 16, 18, 20 only \$3.98
▲ 7N6421M—Women's Size Range: 40, 42, 44, 46. . . \$4.48

The Perfect Gift

For Young or Old . . . You Could Give No Finer Gift . . . None Will Be More Sincerely Appreciated



NOW when *J
Beth'lě-hěm



A Zipper Binding
Gives Added
Protection to
Your Bible, Study
Notes, Etc.



NOW when *J
Beth'lě-hěm

\$2⁹⁸ Helpful and Inspiring **\$3⁹⁸**
Teachers' Bibles

Without Zipper

With Zipper

• All Words spoken by Jesus clearly marked in Red
• 60,000 Valuable Center Column References
• 72 pages of study aids; 150-page Concordance
\$3.75 quality! Genuine top grain limp leather, overlapping covers, 1547 red-under-gold edge pages; size, 5x7 1/4 in. 16 illustrations (8 in rich colors), 18 colored maps. Thumb index and marker. Authorized King James Version. Bold face self-pronouncing type. Name on cover. Print name wanted.
3 N 2882—Boxed. Postpaid.....\$2.98

With Convenient Slide Fastener Binding

Otherwise same as above. You'll enjoy this extra help.
3 N 2881—\$4.75 quality! Print name. Postpaid.....\$3.98

Give a Bible . . . the True Spirit of Christmas

\$4⁹⁸

Without Zipper

• Complete Special Red Letter Edition
• 60,000 Center Column References
• 268 pages of Combination Concordance
A \$6.50 value! All the following PRINTED IN RED: words of Christ . . . all Old Testament prophecies about Christ . . . all passages of the Old Testament quoted by Christ . . . All references to the words of Christ in the center columns of the Old Testament! 4500 questions and answers. Genuine top grain leather binding. 4 pages of family record. 64 illus., 32 in color. 16 pages of colored maps. Thumb index; red-under-22-K-gold edges. 1556 pages, size 5 1/2 x 8 1/4 in. Self-pronouncing King James Version. Name in gold on cover. Print name.

Without Zipper

3 N 2839—Postpaid \$4.98

Same as Above but with Zipper Binding

3 N 2822—Postpaid. A \$7.50 value!.....\$5.98

\$5⁹⁸

With Zipper



NOW when Jē's
Beth'lě-hěm o



NOW when Jē
Beth'lě-hěm



NOW when *Jes
Bethlehem of



NOW when
in Beth'lě

Children's Bibles
98c **\$1⁹⁵**

For Home or School
\$1⁰⁰ **\$1²⁹**

Teachers' Bibles
\$1¹⁵ **\$1⁸⁷**

Old Folks Bibles
\$2²⁹ **\$4⁹⁸**

Imitation Leather Genuine Leather

• 64 pages of Simple Bible Helps
• Convenient Daily Reading Course
• Colored Illustrations and Maps

Designed for young people . . . yet suitable for grown-ups. All ages will appreciate the self-pronouncing text in bold face type . . . the 16 illustrations (8 in color) and maps—the 64 pages of Bible facts. Imitation leather cover. Over 1380 red-edged pages, size 4 1/2 x 6 1/4 in. King James Version. Name in gold on cover. Print name. Boxed.
3 N 2853—Postpaid.....98c

Genuine Top Grain Leather Cover \$2.50 value! Luxurious flexible overlapping covers. Additional illustrations, 32 in all, 20 colored. Amber-under-gold edges. A deluxe edition—a lifetime investment in any child's affectionate remembrance.
3 N 2854—Postpaid.....\$1.95

Black Letter Red Letter

• 120 pages of Revised Questions and Answers
• 40 pages of Bible Study Aids
• Daily Reading Course

All the above features plus 15 illustrations (8 in color)—plus the sturdy binding—plus the leather-like overlapping covers—for a price so low it's hard to believe! Clear, self-pronouncing type. Over 1000 red-edged pages, size 4 1/2 x 7 1/4 in. Silk marker. King James Version. Nicely boxed. Name on cover. Print name.
3 N 2828—Postpaid.....\$1.00

With Words of Jesus in Red

Otherwise same as above.
3 N 2883—Postpaid.....\$1.29

Rich Durable Genuine Leather

Like 3 N 2883, but with deluxe binding, gold edges.
3 N 2825—Postpaid... \$2.25

Black Letter Red Letter

• Words of Christ in Red
• Helpful Bible Readers' Aids
• 1215 Gilt Edged Pages
• Center Column References

A Bible so simple and yet so complete it will be cherished by all! Contains features formerly found only in higher priced Bibles—such as the superior quality binding that opens flat at any point, the red letter feature, center references and 8 pages of maps. Genuine leather overlapping covers. King James Version. Size, 4 1/4 x 7 inches. Name on cover in 22-K gold. Print name wanted. Attractively boxed.
3 N 2832—Postpaid.....\$1.87

Bound in Artificial Leather

Contents same as above except that all words spoken by Jesus are printed in black.
3 N 2803—Postpaid....\$1.15

Black Letter Genuine Leather

• Printed in a larger, self-pronouncing bold-face type than that used in any other Bible of this size and price

A grand Bible for older folks and for all who desire a compact Bible with very large type. Rich cloth cover with rounded corners. Size, 5 1/2 x 7 1/4 inches. Self-pronouncing type. 24 colored illustrations and maps. King James Version. Over 1900 red-edged pages. Print name.
3 N 2888—Postpaid.....\$2.29

Rich Flexible Genuine Leather

Same as above, but with long-wearing overlapping binding.
3 N 2887—Postpaid.....\$4.98

Center Reference Economy Bible

Slightly smaller not self-pronouncing type. Without illus., 768 pages, 11 1/2 x 8 1/4 in. Clothbound.
3 N 2805—Postpaid.....\$1.49



Genuine Leather

Words of Jesus in Red
An ideal gift. At this price you can afford to give several! Complete King James Text Bible. Small, yet clear self-pronouncing type. 15 lovely sepia (brown) illus. and presentation page. Size, 4x6 1/2 in. Name in gold if wanted. Print name. Postpaid.
3 N 2834.....\$1.00

Great Stories of the Bible

Enjoyably told in the simple wording children understand and remember. 87 interesting stories from both the New and Old Testament. 63 full page illus., 46 in color. 376 pages. 7 1/2 x 9 1/4 in. Gift stamped cloth binding.
3 N 2981—Postpaid.....89c

Children's Bible Story Book

63 Old and New Testament Stories in easy reading words. 52 illus., one in full colors. 184 pages, 9x6 1/4 in. Illustrated hard cover binding.
3 N 2982—Postpaid.....45c



● PAGE 5 BIBLES



Gift Books

Gay, colorful books for the youngsters . . . chock-full of hours of entertainment and delight! Start your child early on the road to Right Reading with these books!

Tap-A-Tune Book 25c Value Elsewhere

No knowledge of music needed—If the child can match numbers, he can play these simple tunes. Each musical note is numbered to match the corresponding key on the little 8-key xylophone. Box contains music book with 15 familiar songs and hammer for xylophone. Size, 10½x10½x1½ inches. Every page illustrated. Postpaid.
3 N 1804 **21c**

Marvel Model Book Usually Sells for \$1.00

Many of these models actually work. 21 fine scale models lithographed on heavy cardboard! 22 of 35 pages are die-cut (no scissors needed) and in color. Parts are numbered, fitted. Instructions. Contains 6 models of modern aircraft (3 of them working models), a super detail model of the Mauretania, doll house, etc. Size, 13½x11½ in.
3 N 1819—Postpaid . . . **89c**

Mark Twain Books (Not Illustrated)

For over fifty years the world has loved these famous tales! Adventures of Huckleberry Finn—Now reduced to this low price! Adventures of Tom Sawyer Tom Sawyer—Abroad Tom Sawyer—Detective Tom Sawyer Grows Up—A sequel to the Tom Sawyer books The Prince and the Pauper—State titles. Postpaid.
3 N 1833—Ea. **45c**



Walt Disney Books

"The Robber Kitten"
"The 3 Orphan Kittens"
"The Tortoise and the Hare"
"The Wise Little Hen"
4 books that originally sold for \$1.00 each—for less than half the price of one! Stories and illustrations by the staff of the Walt Disney Studios—each book has about 20 illustrations, 6 full-page ones in color. Each has 40, 8½x10-in. pages. Sturdy cardboard covers. Postpaid.
3 N 1729—4 for . . . **47c**



The "Bobbsey Twins"

The Bobbsey Twins In the Country At the Seashore State titles.
3 N 1718—Postpaid . . . **23c**
More "Bobbsey Twins" Books
At Indian Hollow Solve a Mystery
At Meadowbrook At the Circus
Baby May On an Airplane
At Cedar Camp Trip
Camping Out At County Fair
In a Radio Play In Eskimo Land
Wonderful Secret At Snow Lodge
Their School- At School
mates Keeping House
In a Great City Treasure Hunting
On a Houseboat In Washington
State titles.
3 N 1717—Postpaid. Each . . . **45c**

Picture Dictionary

Child learns to read and write by seeing picture, then word—printed in both regular type and script. 1200 illustrations with almost 5000 words clearly defined. 480 pages, size 11½x8½ in. Stiff covers.
3 N 2522—Postpaid . . . **45c**
Special Mother Goose
\$1.00 Value. Almost 400 verses—91 illus. 8 in full colors. 116 pages, size 9½x12¼ in. Large type. Clothbound.
3 N 1822—Postpaid . . . **59c**

Follow the Dots

A grand set of five easy drawing books. By following numbered dots the child amuses himself and makes attractive outline drawings. Verses and pictures on every page. Gift box. Postpaid.
3 N 1877—5 for **24c**
4 Washable Cloth Books
Printed on real cloth—durable, practical! Each book has 8 pages; each page illustrated in color. Titles: "Book of Animals" "Three Little Kittens" "Animals" "Mother Goose." Postpaid.
3 N 1825—4 for **39c**

Treasure Box

10 children's stories—each seems like it's the best! Sleeping Beauty, Cinderella, Mother Goose, and 7 others! Box size, 5¼x6¼ in. Many pictures, colored every other page. Gift box.
3 N 1872—Postpaid . . . **33c**
Paint with Water
A brush dipped in clear water will bring out colors on page. 5 Invisible Color Painting books with 12 pictures each, boxed with brush.
3 N 1882—Postpaid . . . **45c**

Surprise Package

For little boys and girls—hours and hours of fun! Each package contains 10 books, all different—reading books, paint books, cut-outs, puzzles, tricks—everything a youngster could want! May differ from illustration. Postpaid.
3 N 1725—10 for **29c**



Pollyanna "The Glad Book"

For Young and Old. 889 thousand copies sold for \$2.00—now at this low price! The inspiring story of the little girl who brought happiness to a whole town. The drama, tears and laughter in this beloved story and its spirit of gladness makes Pollyanna an enduring favorite! Clothbound.
3 N 1701—Postpaid . . . **45c**

Handsome New Editions Now at a New Low Price

The Seahawk—Sabatini
Bad Girl—Delmar
The Iron Trail—Brand
The Dim Lanterns—Bailey
Farewell to Arms Hemingway
Ramona—Jackson
River's End—Curwood
Texas Sheriff—Cunningham
Tarpaper Palace—Lorrimore
Whispering Smith by Spearman
Printed on excellent paper with cloth bindings.
3 N 226—State titles wanted. Postpaid. Each **49c**
Anne of Windy Poplars by Montgomery
Chip of the Flying U—Bower
Young Man of Manhattan by Brush
Hermit of Far End—Pedler
Case of Velvet Claws—Garner
The Thin Man by Hammett
Green Bay Tree—Bromfield
Sorrow and Sea—Deeping
Six Feet Four—Gregory

Full Length Novels by Famous Authors

Every book is clothbound and well printed—in their original editions they cost up to \$2.50!

Pride and Prejudice by Austen
Destry Rides Again by Brand
Wuthering Heights by Brontë
Of Mice and Men by Steinbeck
Light That Failed by Kipling
Hurricane—Nordhoff and Hall
Manhattan Love Song by K. Norris
Love's a Puzzle by Baldwin
Spirit of the Border by Grey
Valley of Adventure—Gregory
Housekeeper's Daughter by Donald H. Clarke
Early Autumn by author of "The Rains Came." Bromfield
God's Country and the Woman by James Oliver Curwood
Steele of the Royal Mounted by James Oliver Curwood
Adventures of Ellery Queen
Arabian Nights—Unexpurgated selections; illus. 823 pages. State titles wanted.
3 N 216—Postpaid. Each . . . **38c** Any 3 for **\$1.10**

Books that Thrilled You on the Screen
Forgive Us Our Trespasses by Lloyd Douglas
Freckles by Gene S. Porter
Mortal Storm by Bollome
Flowing Gold by Rex Beach
3 N 210—State titles wanted. Postpaid. Each **69c**
Grand Hotel by V. Baum
Mystery House by Norris
Wife for Sale by Norris
The Good Earth by Buck
The Exile by Buck
Fighting Angel by Buck
Victory by Joseph Conrad
Doctor's Wife by Greig
Last Trail by Grey
Rhymes of a Rolling Stone by Service
Window at the White Cat by Rhinehart
Egyptian Cross Mystery by Ellery Queen
Halfway House by Queen
Anchor Man by Leo
Longhorn Feud by Brand
Decameron by Boccaccio



Gift Edition of GONE WITH THE WIND!

Word for Word Like the \$3.00 Book!

49c
Postpaid
Absolutely complete—the same thrilling story that over one million people paid \$3.00 for, without pictures! Now in this handsome new gift edition with 12 illustrations in color from the motion picture! Fiery, provocative Scarlett—snave, unscrupulous Rhett—hating, struggling, loving passionately against the tumultuous background of the Civil War . . . glorious pages torn from history. Attractive cloth binding. 391 pages, 7½x9¾ in.
3 N 2025—Postpaid **49c**

6 • SEARS, ROEBUCK AND CO. •

For Children

Books children would choose for themselves... from the beloved Heidi to the super-modern Don Winslow! For an even larger selection, see our 1940 Fall General Catalog.



Famous Heidi Books
Heidi — by Johanna Spyri

Heidi Grows Up — by Johanna Spyri's translator. Many adventures and a happy ending.

Heidi's Children — by Spyri's translator. A warm tender story of Heidi's own great happiness and those she helps.

Moni, The Goat Boy by Johanna Spyri.
Toni, the Wood-Carver by Johanna Spyri.

Be sure to state titles wanted.
3 N 1714—Postpaid. Each



Children's Classics . . . Superior Values at Low Prices

Appealing books for boys and girls seven to seventeen years old! Written by famous authors . . . these stories entertain . . . thrill

by Louisa Alcott
Little Women
Little Men
Rose in Bloom
Old Fashioned Girl
Eight Cousins
Spinning Wheel Stories
Aunt Jo's Scrapbook
Kitty's Class Day
Gardens for Girls
Under the Lilacs
Silver Pitchers

Black Beauty
Uncle Tom's Cabin
Little Lame Prince
Elsie Dinwiddie
Elsie's Girlhood
Elsie's Womanhood
Princess and Goblin
Robinson Crusoe
Anderson's Fairy Tales
Grimm's Fairy Tales
Life of Kit Carson
Poor Little Rich Girl

. . . and develop an interest in good literature. All are nicely illustrated, many with colored illustration. Clothbound; large type.

Pinocchio
Story of a Bad Boy
Christmas Stories
King Arthur
Tom Brown's School Days
Kidnapped
Gulliver's Travels
Robin Hood
Hans Brinker
Treasure Island
Pilgrim's Progress
Alice in Wonderland

Bambi—The story of a lovable deer.
Five Little Peppers Midway
Five Little Peppers and How They Grew
Swiss Family Robinson
Dog of Flanders
Life of Daniel Boone
Toby Tyler
Adventures of a Brownie
Helen's Babies

45c

3 N 1714—Postpaid. Each

45c



Favorite Story and Coloring Books

All are big books, beautifully illustrated and with easy-to-read type. At this low price buy several—make it a lasting Christmas!

365 Bedtime Stories—One for every night of the year! 364 pages, 48 in full color.

265 Busy Days—A companion book to keep little hands out of mischief! 364 pages, 48 in color.

Complete Mother Goose—All of the old favorites.

Topper Paint Book—Paint without paints . . . a wet brush brings out the color like magic!

Big Big Paint Book—Jumbo size—lasts for weeks!

Story of Jesus

Great Big Story Book

Nursery Rhymes

Favorite Book to Color

Be sure to state titles wanted.

3 N 1827—Postpaid. Each

24c

Exciting Nancy Drew Stories

Nancy Drew, ingenious, alert, is the daughter of a famous criminal lawyer and she herself is deeply interested in his mystery cases . . . involving her in some very dangerous and thrilling ones!

Mystery of the Brass Bound Trunk—Priceless jewels are missing—how does Nancy solve the baffling case with only a strange trunk as her clue?

Clue of Tapping Heel
Password to Larkspur Lane
Haunted Bridge
Mysterious Letter
Whispering Statue
Ivory Charm Mystery
Old Clock's Secret
Message in the Hollow Oak

Clue in the Broken Locket
Mystery at Lilac Inn
Banglow Mystery
Secret of Shadow Ranch
Secret of Red Gate Farm
Clue in the Diary
Sign of the Twisted Candle
Hidden Staircase

Be sure to state titles wanted.

3 N 1713—Postpaid. Each

45c

The Lone Ranger Books

Ride the trail with Silver and the Lone Ranger in the pages of these action-packed books! Boys and girls both thrill to the hearty cry of "Hi-Yo, Silver! Away!"

Lone Ranger and Tonto—The latest!

The Lone Ranger

Lone Ranger and the Outlaw Stronghold

Lone Ranger and the Gold Robbery

Lone Ranger and the Mystery Ranch

Be sure to state titles wanted.

3 N 1715—Postpaid. Each

45c

Don Winslow of the Navy—by P. W. Marlinch
The thrill-cramped adventures of this brilliant young secret agent of the U. S. Naval Intelligence Service. 214 pages. Clothbound. In colorful jacket.

3 N 1727—Postpaid

45c

for Adults



Straight Shooting Novels

By Zane Grey

Knights of the Range—A lone defender her land with all the fury of her hot Spanish blood—and wins the man she loves!

Raiders of Spanish Peaks

Lone Star Ranger

Lost Wagon Train

Mysterious Rider

Riders of the Purple Sage

Code of the West

Hash Knife Outfit

Wanderer of the Wasteland

Betty Zane

Drift Fence

West of Pecos

Arizona Ames

Nevada

Rainbow Trail

Sunset Pass

Wildfire

State Titles.

3 N 303—Postpaid

69c

Zane Grey's Last Book!

20,000 on the Hoof—The story of two red-blooded Americans, who wrested a home for themselves and children in the wilderness . . . tireless—heroic—triumphant! Don't miss this epic tale of early American days—it will inspire you with its courage and faith!

3 N 2011—Postpaid

\$2.00

My Son, My Son—by Howard Spring. Two fathers and two sons—their loves and lives curiously intermingled—and a woman who was too beautiful to resist! Postpaid.

3 N 2001

89c

All This and Heaven Too—by Rachel Field. The story of love, murder and passions unleashed. Motion picture edition, just like the original \$2.50 edition, but with 15 extra illus. Clothbound.

3 N 2020—Postpaid

\$1.39

The Yearling—by M. K. Rawlings. How a lad found strength and courage through a great sorrow. Was \$2.50—now for a short time at this price. Clothbound.

3 N 2028—Postpaid

\$1.29

Tony's Scrap Book—by Tony Wons. 1940 edition. This yearly collection of wit and inspiration brings cheer to all.

3 N 2260—Postpaid

89c

Rebecca—by Daphne du Maurier. A superb love story with moments of drama and suspense. The complete original story in a new motion picture edition—with facsimile autographs of author and movie stars. Illustrated from the movie. Paper cover.

3 N 2007—Postpaid

69c

Kitty Foyle—by Christopher Morley. The confession of a woman, written with the candor that every woman recognizes . . . baring every secret of a passionate love. At this sensationally low price for the first time!

3 N 2024—Postpaid

89c

"Harbor Lights of Home"—Edgar A. Guest's two latest books of poetry—each worth \$1.25—bound together in gold stamped cloth cover. Postpaid.

3 N 2258—Both for

\$1.00



A facsimile autograph-ed portrait of Mrs. Hill free with every copy of every one of her novels!

Take Advantage of this Gift Opportunity!

In every copy of each Grace Livingston Hill novel you will find a handsome sepia portrait bearing her facsimile autograph absolutely without extra charge!

Heart Moving Novels—by Grace Livingston Hill

Maris—Mrs. Hill's latest book! Maris realizes, three weeks before her wedding, that she will never marry wealthy young Tilford Thorpe. Read how she finds strength from a source that never fails.

Homing—What is the secret in the old trunk that leads lovely Jane Scarlett to love and happiness?

Marigold—A scheming woman, a frustrated elopement, and a beautiful young woman with red-gold hair!

Christmas Bride

Enchanted Barn

Girl from Montana

Beloved Stranger

Matched Pearls

Mystery Flowers

Rainbow Cottage

Substitute Guest

Brentwood

White Orchids

Beauty for Ashes

Voice in the Wilderness

Out of the Storm

Strange Proposal

Patch of Blue

Daphne Deane

Sunrise

April Gold

The Witness

Honor Girl

Silver Wings

Phoebe Deane

White Flower

Be sure to state titles wanted.

3 N 828—Postpaid. Each

69c

GIFT TREASURE

For Other Suggestions in Gift Stationery,
See Our Big General Catalog

A Twice-Welcome Gift... Useful... Lovely

Ordinarily you'd spend up to \$2.50 for a chest like this! Take advantage of our low price to thrill your best girl—whether she's wife, sweetheart, or mother—with this luxurious curved front cedar chest, packed with white linen finish stationery! She'll love the refreshing fragrance of genuine **Medium Size Red Cedar**, as well as the glossy finish and brass plated lock and key. Made to last, too—for it has Sears superior lock-corner construction to prevent splitting of wood. Shipping weights, 3 pounds 6 ounces and 3 pounds 14 ounces.

\$1.39

Medium Size Chest
Size overall, 12½ x 7½ x 3½ in. 24 folded sheets, 6½ x 5½ in. 24 matching envelopes, 5½ x 3½ in.
3 N 3115.....**\$1.39**

Deluxe Large Size Chest
Size overall, 12½ x 8½ x 4½ in. 24 flat sheets, 6½ x 10½ in. 24 matching envelopes, 6½ x 3½ in.
3 N 3179.....**\$1.79**



Flatter Her With This Fine Grain Cedar Chest

\$1.69 You'd expect to pay \$2.75! The chest thousands choose, year after year... sumptuous in appearance, yet costing so little. Brass plated corner panels with black enamel stripes and black hand painted stripe all around. Brass plated lock and key. Contains 24 folded sheets of white linen finish paper, 5½ x 6½ in., and 24 5½ x 3½ in. envelopes. Shipping weight, 2 lbs. 4 oz.
3 N 3161—Size, 11½ x 6½ x 4½ in.....**\$1.69**

Our Thrift Chest... An Exceptional Value!

89c A \$1.50 chest in most shops! She won't guess the low price of this charming chest... with its appealing cottage scene on the top in full colors framed in a black painted design. Rich looking embossed feet. Brass plated lock and key. Contains 24 folded sheets of white linen finish stationery, 6½ x 5½ in. and 24 matching 5½ x 3½ in. envelopes. Shipping weight, 2 lbs. 6 oz.
3 N 3180—Size overall, 11½ x 6½ x 4½ in.....**89c**

Book-like Portfolio

44c Closed, the portfolio looks like a handtooled, leather-bound book... open, it reveals the fine stationery in orderly arrangement. Size closed, 9x6½ in. Opens to 14½ x 9 in. Contains 24 flat sheets of white vellum finish paper, 8½ x 6 in. and 24 envelopes, 6½ x 4½ in. Padded artificial leather cover, with rich embossed design in old gold color. State color: Brown or Antique Ivory. Shpg. wt., 1 lb. 15 oz.
3 N 3120.....**44c**

Two Drawer Cabinet

44c 69c value! The strength of fiber and the beauty of hand-tooled leather! Ivory or brown, with embossed design in old gold color, red trim and red catalin drawer pulls. 24 white vellum finish folded sheets, 8x4½ in., and 24 envelopes, 5½ x 4½ in. Size, 8½ x 6½ x 3½ in. Shpg. wt., 1 lb. 12 oz.
3 N 3121—State color.....**44c**

Our Best Gift Box

77c Two generous drawers neatly packed with snowy white linen finish stationery... the drawers have silk ribbon pulls and blue borders. Chest is covered with rich brocade embossed paper; size overall, 8½ x 5½ x 5½ in. 48 folded sheets, 8x4½ in., and 48 envelopes, 4½ x 5½ in. Shipping weight, 2 lbs. 8 oz.
3 N 3118.....**77c**



Extra Roomy \$1.00 Bag

79c Waterproof brown duck with tan binding and rubber lining. Name printed in gold on the artificial leather pencil pocket. Size, 14x10½ in. Print name. Shipping weight, 1 pound 4 ounces. Each
3 N 4957—Handle.....**79c**
3 N 4958—Shoulder Strap.....**79c**

Our Best Triple Texture Cloth (Not shown.) Brown herringbone pattern. Name in gold on artificial leather pencil pocket. Welted seams and strong gussets. Rubber lining. Size, 14x10½ in. Print name. Shpg. wt., 1 lb. 12 oz.
3 N 4959—Handle.....**\$1.29**
3 N 4960—Shoulder Strap.....**\$1.29**



For Smart Little Students

49c Drop a few hints to Mom and Dad about this modern pencil box—it looks like a real folding camera case with a convenient carrying handle! Made of strong fabricoid in assorted colors; fastens with one snap. Size, 9½ x 4½ x 1½ in. Contains:
5 gift tip pencils with red rubber erasers
1 pen holder
1 pen point
1 7½ in. ruler
1 empty box for points
1 compass leg
6 wax crayons
1 protractor
1 note book
Everything you need to make Honor Roll marked "Camera Pencil Case" embossed in silver color on cover.
3 N 4815—Shpg. wt., 1 lb.....**49c**

A Real 50c Value

Playing cards are like hankies... you can't have too many of them. Assorted colorful picture back designs that look lots more expensive—they're really 50c quality! Long wearing quality with a smooth ivory finish and crisp snap. Gift edges. Shipping weight, each, 6 ounces.
Bridge Deck 52 cards
3 N 6940.....**29c**
Pinochle Deck 48 cards, 3 spot low
3 N 6941.....**29c**





You Don't Need to "Know Her Size" to Give Her Lovely Pillowcases

69¢

Beautifully embroidered and applied pillowcases of white cotton muslin with hemstitched, colored hems. Size, about 20x32 1/2 inches. Colors: White with Blue, Gold, Green, Peach, or Rose hems. Also all White. State color, choice of A, B. Shipping weight, pair, 1 lb. 1 oz.
(A) Floral Basket design.
(B) His and Hers design.

125 N 7978—Pair..... 69¢

94¢

(C) Beautifully colored embroidered floral design and scalloped edges on white cotton muslin.
(D) White embroidered floral pattern and scalloped edges on colored cotton muslin. Colors for C and D: Blue, Gold, Green, Peach, Rose, or all White. Size, 20x34 in. State color, pattern. Shpg. wt., pair, 1 lb. 5 oz. Gift boxed.

125 N 7979—Pair..... 94¢

4 Handsome Patterns
6 Lovely Colors

• Rose • Blue • White
• Green • Gold • Peach
State Color

Rayon Satin Petal Pajama Bag

Rows of fluffy rayon satin petals daintily adorn this pillow shaped pajama bag. Matching Rayon back. Rosette center. Abt. 16-in. diameter. Asstd. peach and blue combinations similar to illustration. Shipping weight, 9 ounces.
25 N 4547—Each..... 59¢

Ivy Holder

\$1.49
Set
Glistening black pottery seal with clear glass bowl poised on his nose. Plant ivy or any trailing vine in the glass bowl. 11 1/2 inches high, about 8 inches long. Ivy not included. Shipping weight, 2 pounds 2 ounces.
25 N 09524—Set..... \$1.49



Easy Terms Make Giving Easy
See Page A, in Center of Book



Poinsettia

98¢

So natural looking, you'd think these blooms were real! Cheerful poinsettia blossoms for Christmas atmosphere! Have several in your home for the holidays. Planted in moss, set in a copper banded, maple finished wood bucket. About 24 in. high. Shpg. wt., 2 lbs. 4 oz.
25 N 9391..... 98¢



Cotton and Rayon Etamine Cloth

A gift cloth that will add lots of cheer to many luncheons and breakfasts. One of the nicest gifts you can present to a homemaker... she'll love the pretty, bright colors!

Woven etamine block design, cotton and rayon. Predominating Colors: Blue, Gold, Green, Red. State color. Hemmed, ready to use. Imported from Japan.

Size, About	Catalog No.	Shpg. Wt.	Each
44x44-in. Cloth.....	125 N 7462	7 oz.	37¢
51x51-in. Cloth.....	125 N 7463	8 oz.	59¢
51x67-in. Cloth.....	125 N 7464	10 oz.	79¢
58x78-in. Cloth.....	125 N 7465	1 lb. 1 oz.	89¢
15x15-in. Napkins.....	125 N 7466	7 oz.	6 for 47¢

Gift Pillows

Pillows for every room! Assorted florals, stripes, decorator designs. Rayon and Cotton and some 100% Rayon Damask Pillows. No choice. Colors: Blue, Green, Gold, Wine, Rust. State color. 17x17 in. Shpg. wt., 11 oz.
25 N 4747—Each..... 35¢

35¢

A Gift for the Home!

Rayon pile plush, embossed-effect design. Long rayon fringe on scarfs, centerpieces. Smooth finished edge pillowcover. Colors: 8 3/4x17 in. Scarf Red, Green or Rust grounds. State color.

19¢

Size	Cat. No.	Shpg. Wt.	Each
8 3/4x17-in. Scarf.....	25 N 4162M	8 oz.	19¢
11 1/2x22 1/2-in. Scarf...	25 N 4163M	10 oz.	35¢
17x17-in. Centerpiece...	25 N 4164M	10 oz.	49¢
27x27-in. Centerpiece...	25 N 4165M	12 oz.	98¢
16x16-in. Pillowcover...	25 N 4166M	6 oz.	49¢

◇ PAGE 9 HOME GIFTS



Scotty Tie Rack 39c

Bright red bow painted on Scotty's neck, gives him a roguish air! Natural plywood, 7 metal hooks for ties. Holds about 21 ties. (Ties not included.) About 6 inches high. Shipping weight, 8 ounces. 25 N 9674—Each 39c

Style Chart Tie Rack 29c

Clever fashion wheel shows correct color ties to wear with different colored shirts, suits. Holds 32 ties easily. 9 1/2 x 6 in. Simulated wood, metal border, backing, arms. (Ties not included.) Shipping weight, 1 pound 3 ounces. 25 N 9534—Each... 29c

Doggie Tie Rack 23c

A Favorite With Boys
Made of plywood with 10 1/4-in. bar. Holds up to 20 ties.
Terrier cut-out design. Green or Red. State color. (Ties not included.) 25 N 9538—Shpg. wt., 8 oz. Each 23c
Similar to above but cowboy on horse design. Not illustrated. State color. 25 N 9581—Shpg. wt., 8 oz. Each 23c



Three-Place Table Center Setting \$2.19

Perfect for Your Holiday Table
Twenty-two pretty cellophane flowers artistically arranged in pressed crystal glass vase and candle holders. Easy cleaned. Colors: Shell Pink or Dubonnet with green leaves, or Royal Blue with white leaves. Candles, mirror sold separately. State color. 25 N 9586—Shpg. wt., 2 lbs. 2 oz. Set... \$2.19

Hand Dipped Candles, 10-in. Non-drip. Colors: Lt. Green, Pink, Red or White. State color. 25 N 9553—Shpg. wt., 6 oz. Two for... 9c

Mirror Plateau, 9x16 in. Felt base. 25 N 9531—Shpg. wt., 2 lbs. 2 oz. 83c

Remember Everyone!



Desk Set Photo Frame \$1.69
Keeps pen and pencil always handy... a favorite photo before you! Set includes fountain pen, pencil, glass photo frame and heavy glass base. Chrome fittings retain their bright luster. 25 N 9539—Shpg. wt., 2 lbs. \$1.69



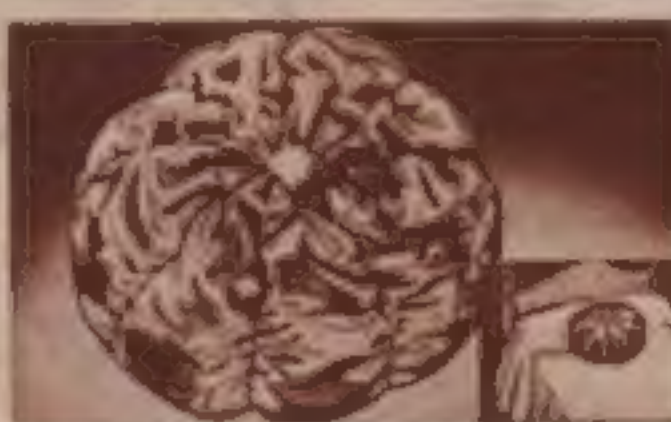
Priscilla Sewing Cabinet 95c
She'll use this lovely plywood sewing cabinet for years. About 10x10 1/2 x 8 in. Both lids hinged for opening. Permanent rule, large pin cushion, needle spool tray. Plywood, Walnut or light maple finish. State finish. 25 N 05120—Shpg. wt., 3 lbs. Each... 95c



Keep "Forget-Me-Nots" in Treasure Chest \$3.98
The rare skill and artistry of Chinese experts went into this beautiful hand carved chest. The wood is Singapore Mahogany known the world over for its durability. Intriguing hand made double brass lock. Plenty of room for jewelry, stationery, documents and trinkets. Chinese Import. About 15x8x7 1/4 inches. 25 N 9544—Shipping weight, 6 pounds... Each \$3.98



Scrap Books 59c
A gift they'll never forget! Natural plywood covers, with multi-color designs; about 30 pages. (A) Photos, 8 1/2 x 11 in. (B) Scrap Book, 8x10 in. (C) Recipe Book, 8x10 in. 25 N 9603—State Choice, Shpg. wt., ea., 1 lb. 10 oz. 59c



Decorative Pajama Bag 49c
Pretty, boudoir pajama or nightie bag. Lovely Rayon Taffeta in a pillow design, tufted at center by buttons. A luxury accent to bedroom. About 10 inches in diameter, opens at back. Colors: Orchid, Lt. Green, Rose, Blue or Gold. State color. Shipping weight, 10 ounces. 25 N 4111—Each... 49c



Lucky Brush Set 87c
A smart looking, useful gift for father, brother, husband or beau! Holder of pressed wood in walnut color, 4x5 in., contains a 6-in. hat brush and an 8-in. clothes brush both with ebony backs. Shipping weight, 1 lb. 25 N 9548—Set... 87c



"Tomato" Range Set 65c
Luscious tomato design pottery range set. Brightens your kitchen! Hot stoves can't hurt this set and you'll find it very handy kept on the range top. Includes salt and pepper shakers (4 in. tall) and dripping bowl, 4 1/2 in. diameter. Jap. Import. 25 N 9565—Shpg. wt., 2 lbs. 3-piece set... 65c



Cheese Slicer 59c
Serve cheese at the table! Chromium plate cutter with stainless steel cutting wire mounted on genuine black walnut base. Catalin handles, 6 1/2 x 3 1/2 in. Shipping weight, 10 ounces. 25 N 9680—Each... 59c



Kitchen Memo 23c
A necessity for every kitchen! Simply mark the groceries you need, on these handy sheets and go to market! Natural wood with patriotic red, white, blue decorations. Shpg. wt., 15 oz. 25 N 9541—10x6 in... 23c



Broom Holder 23c
Holds two brooms or mops. Works easily, just slide the handles up the grooves and they are caught automatically. Keeps them off floor! Lacquered natural wood with colorful design. Shipping weight, 1 lb. 25 N 9547... 23c



Grab Bag Gift Assortments Save Over 50% 49c
Don't forget anyone this Christmas! You can budget yourself to 49c and still have something for everybody! Here is a wonderful assortment of gifts... cigarette boxes, tie racks, salt and pepper sets, salad dishes, dinner bells, ash trays, coaster sets and other novelties. Can you think of an easier, thriftier way to do your Christmas shopping? Sorry... no choice of articles as all are grouped for one big clearance... but we know you'll be pleased and amazed at the saving you make on one of the assortments. Every package is worth at least \$1.00! Japanese imports. Shipping weight, each package, 3 pounds. 25 N 9605—Each package securely packed... 49c

Buy Her a Beautiful Diamond Now! You Save 33 1/3%



Sears Fine Quality Blue-White Diamonds . . for Easy Terms See Page A in Center of Book

A brilliant, perfectly cut Fine Quality Blue-White center stone flanked by two smaller side diamonds. Set in 14K Yellow or White solid gold.

Engagement Ring	Engagement Ring
Style A	Style B
1.16 ct. \$17.95	1.16 ct. \$17.95
1.8 ct. 27.95	1.8 ct. 27.95
▲ 1/4 ct. 49.95	▲ 1/4 ct. 49.95

Wedding Ring to Match Style A	Wedding Ring to Match Style B
3 Diamonds \$8.95	3 Diamonds \$8.95

Exquisitely detailed setting of 14K Yellow or White solid gold. Every Blue-White center diamond is expertly set by four flashing side stones.

Engagement Ring	Engagement Ring
Style C	Style D
1.16 ct. \$24.95	1.16 ct. \$24.95
1.8 ct. 33.95	1.8 ct. 33.95
▲ 1/4 ct. 67.95	▲ 1/4 ct. 67.95

Wedding Ring to Match C	Wedding Ring to Match D
5 Diamonds \$11.95	5 Diamonds \$13.95

Six brilliant side diamonds flank a perfectly cut shimmering Blue-White center stone. Luxurious mounting of 14K Yellow or White solid gold.

Engagement Ring	Engagement Ring
Style E	Style F
1.16 ct. \$27.95	1.16 ct. \$27.95
1.8 ct. 38.95	1.8 ct. 38.95
▲ 1/4 ct. 68.95	▲ 1/4 ct. 68.95

Wedding Ring to Match E	Wedding Ring to Match F
7 Diamonds \$17.95	7 Diamonds \$21.95

NOTE: White Gold rings and rings marked ▲ shipped from Chicago or Philadelphia only. Order and pay postage from your nearest Mail Order House. Each in Gift Box. Shpg wt., each, 6 oz. State color of Gold, size of center stone, ring size 5 to 8 and engraving for wedding ring.

Luxurious Details

Diamond encrusted settings of rich 14K Yellow or White solid gold. Set with a fiery 1.8 carat Blue-White center stone in mountings that create the illusion of at least 1 greater size. Gift box. State color of gold, ring size, 5 to 8. Shipping weight, each, 6 ounces.

(Upper Left Ring)

Eight sparkling side diamonds in a modern setting. Only \$100 Down, \$4.00 Monthly. 4 N 03498 - \$29.95 Cash

(Lower Left Ring)

Two brilliant side diamonds in a terraced setting. (Only \$4.00) Down, \$5.00 Monthly. 4 N 03499 - \$39.95 Cash

State Ring Size, 5 to 8, unless otherwise listed.



Little Girls

A pretty simulated birthstone in 10K solid Yellow gold for a child. State birth month, size 3 to 6. Shipping weight, 4 oz. 4 N 05012 \$1.95



Women's Ring

Highly polished setting in 10K solid Yellow solid gold. A lovely simulated birthstone. State birth month. Shpg wt. 4 oz. 4 N 05015 \$2.95



Genuine Cameo

Carnelian Cameo in 10K Yellow solid gold. 1 w/ 1 diamonds. Shipping weight, 4 ounces. 4 N 5331 \$18.95 Without Diamond 4 N 5332 \$4.95

Brilliant Modern Settings

A sparkling 3/64 ct. center diamond set in rich 14K Yellow or White solid gold with white gold illusion crowns that are designed to make the center stone appear larger and more brilliant. State color of gold, size of ring, 5 to 8. (in smart presentation case. Shipping weight, each, 6 ounces.

(G) Solitaire Diamond 4 N 03461 \$11.95

(H) Brilliant Center Stone

Two sparkling side diamonds. 4 N 03460 \$14.95



Diamond Set in Gold

A beautifully detailed setting in 10K Yellow or White solid gold. Set with a brilliant center diamond that is expertly mounted to create the illusion of greater size. A lovely ring for an engagement, a birthday, graduation or Christmas present . . . and one that she will wear with pleasure for years to come. Gift box. State color of gold, size of stone, ring size 5 to 8. Shipping weight, 6 ounces.

4 N 03465	
1/100 ct. center Stone.	\$5.95
2/100 ct. center Stone .	6.95
3/100 ct. center Stone.....	7.95



Bridal Wreath

An exquisite wedding band in fine 10K Yellow or White solid gold band engraved in a smart orange blossom pattern set with three shimmering diamonds. Ring for a lifetime of pride and sentiment. Gift case. State color of gold, size, 5 to 8. Shpg wt. 6 oz.

4 N 03091 \$7.45

With One Diamond

Similar to above with a single diamond in a wreath of orange blossoms. 4 N 03078 \$4.95



Girls' Signet

Her first ring - one she will always treasure with pride. 10K Yellow gold. Jet set in trial. Print initials, state size, 3 to 6. Shpg wt. 4 oz. 4 N 05108 \$1.95



Women's Initial

Smart 10K solid Yellow gold with 2 hand engraved initials. A lovely and personal gift for her. Print initials. Shipping weight 6 ounces. 4 N 05107 \$4.95

Genuine Zircon

A flashing white zircon about 1.2 ct. in size. With much of the fire of a diamond. 10K solid Yellow gold with white gold crown. Shipping weight, 6 oz. 4 N 5320 \$4.95



Our Good Quality

(J)—Orange Blossom pattern in rich 14K Yellow or White solid gold. State color, shpg wt. 6 oz. 4 N 03102 \$2.95

Better Quality

(K)—Hand polished facets in 14K Yellow or White solid gold. State color. Shipping weight, 6 ounces. 4 N 03104 \$3.95

◆ PAGE 11 RIMOS



Gift Ideas in Newest Glamour Jewelry

Lily of the Valley

A graceful white metal spray pin studded with rhinestones and jewel-like flowers. Green enamel leaves contrast with Pearl, Ruby or Emerald colored lines and leaf brights encircling. Wear it as a lapel ornament or as an accent to your dark coat and smart winter frocks. State color of Stones. In gift box. Shpg. wt. 3 oz.

4 N 3618

89c

Hearts and Flowers

Frankly sentimental—a delicate heart locket in rich gold colored metal set with genuine pearl-white flower centered rhinestone smart black enamel trim. A most appropriate gift for her at a price far below its quality and beauty. 18 inch gold colored chain. Size, 1 inch. For 2 pictures. In appropriate gift box. Shipping weight, 1 ounce.

4 N 3625

89c

Watch Case Locket

A faithful reproduction of an heirloom chatelaine watch case. Rich engraved gold colored metal. With the pin wear it at the throat or as a lapel ornament or order it with an 18 inch chain to wear with everything from sweaters to formal. For 2 pictures. Size, 1 1/4 in. Gift box. Shipping weight, 3 ounces.

4 N 3629—Pin

98c

4 N 3632—Chain

98c

Seed Pearl Locket

An exquisitely feminine locket with 4 rows of simulated seed pearls framing a center setting of shimmering flower decorated rhinestone. 14 and 18 inch gold or metal link and matching 18 inch chain. What of size 16 or 60. See a store to love this locket. Diam., 1 3/4 in. For 2 pictures. Shpg. wt. 3 oz.

4 N 3630

98c

Jeweled Basket Pin

A graceful rhinestone studded basket heaped with jewel-toned opalescent stones. Wear it at your throat, as a lapel accent or to brighten your winter coat. In a choice of gem-like centers: Star Ruby, Star Sapphire or Moonstone. Sturdy pin with safety clasp. 2 1/2 in. wide. In gift box. State color of stones. Shpg. wt. 3 oz.

4 N 3617

\$1.79



Diamond Set Yellow Gold Locket

Exquisite detail and graceful design in the rich glow of 14-20 12-K yellow gold set. A lovely 1 1/2 x 1 1/2 in. heart locket set with brilliant genuine diamond or engraved with beautiful. Matching 18 inch chain. For 2 pictures. Shpg. wt., 3 oz.

4 N 4231—With Diamond

\$3.89

4 N 04234—Initial (no diamond)

print initial) \$1.89



New Drape Necklace

An exciting accent for dark frocks... 13 strands of tiny metal beads in contrasting rows of yellow gold, silver and copper colored metal form a drape, and graceful drape. Joined to a 6-strand neck band by a smart clasp. Shpg. wt., 4 oz.

4 N 3644—Necklace \$1.00

4 N 3645—Bracelet... \$1.00



Triangles in Color

An unusually attractive necklace of colorful catalpa triangles hung on a matching lightweight link chain... trimmed with gold colored metal. Three rich colors: Tortoiseshell, Jade Green or Red. State color. Shpg. wt., 4 oz.

4 N 3635—Necklace, 98c

4 N 3636—Bracelet... 98c



Embossed

Exquisite simplicity of design in a 1 1/2 x 1 1/2 in. cross of 14-20 12-K yellow gold filled quality. Matching 18 inch chain. Shipping weight, 3 oz.

4 N 4238... 89c

With Sparkling Diamond

4 N 4239 \$2.89

Solid Gold

Richly detailed one-inch cross in 10-K and yellow gold set with a genuine cut diamond. 18 in. matching solid gold chain. In gift box. Shipping weight, 3 oz.

4 N 4240 \$4.69

No Diamond

4 N 4241 \$2.89



Gold Book Locket

A Christmas present that will delight her now... that she will wear for many Christmases to come! Exquisitely designed, embossed 14-20 12-K yellow gold filled book locket. A genuine cut diamond accents the rich beauty of the gold. Delicately detailed for lasting loveliness. Holds 2 pictures. Size, 1 1/2 x 1 1/2 inches. Matching 18 inch chain. In gift box. Shpg. wt., 4 oz.

4 N 4235 \$3.98

With set Diamond

4 N 4236 \$1.98

Yellow Gold

A delicately hand engraved octagonal locket beautifully finished and richly detailed. 14-20 10-K yellow gold filled quality with an 18-inch 14-20 12-K yellow gold filled chain. Her initial engraved without extra charge. An impressive gift. Each in every gift box. Holds 2 pictures. Print initial desired. Size, 1 1/2 x 1 1/2 in. Shipping weight, 3 oz.

4 N 04237 \$1.49



Patriotic Bow Pin

Wear your colors over your heart or pin them on your coat! Brilliant red, white and blue enamel bow with rhinestone studded edges. Clear Amer can flag colors that are much the smartest accessory just now. 2 1/2 in. wide. Shpg. wt., 4 oz.

4 N 3631 89c

American Wings Pin

True flag colors in gay enamel... a tiny airplane attached by chain to a colorful parachute. Made of white metal. Each is rhinestone studded each has its own pin. Red, White and Blue. Amer. flag colors. Shpg. wt., 4 oz.

4 N 3632 Shpg. wt. 4 oz. 89c

Elgin American Four Feature Compact



Black enamel, polished gold color trim. 2 1/2 x 3 1/2 in. at 1. Large soft puff with an extra puff included. 2. Swinging Mirror with Picture frame on back. 3. Package of Lipstick Tissues in its cover. 4. 3 Initials Hand Engraved. Print initials. 4 N 04608 Shpg. wt. 5 oz. \$1.19



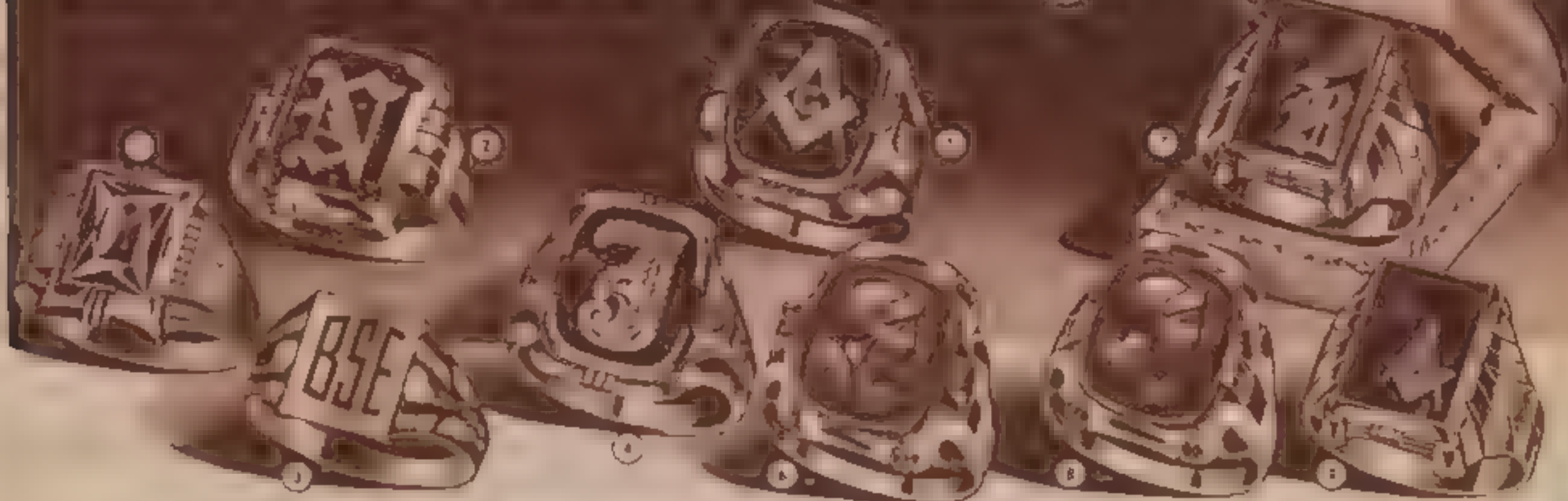
Three Way, Night and Day Set

Of all jewelry, pearls are the most adaptable for you can wear them anytime, anywhere and with every costume. This "Night and Day" set combines the usefulness and beauty of three smart pieces. You can clasp necklace and bracelet together making one long 24-inch evening necklace or you can unclasp it and have two separate pieces, a 17-inch necklace and a matching bracelet, to wear with your rich dark frocks and fluffy pastel sweaters (see small illustration). Beautifully matching simulated pearls accented by the rich square rhinestone fastening. In presentation case. Shipping weight, 5 ounces.

4 N 3637—Two-Piece Set

\$1.69

Save 1/2 on Men's Gift Rings



Same Quality and Weight Sold Elsewhere at About Twice Sears Low Prices!

- 10K Solid Yellow Gold Mounting
- Choice of Three Handsome styles
- Savings of as Much as 50%

Masculine rings of medium weight at a remarkably low price. Excellence of taste and generosity of fine materials mark them as outstanding among our Christmas-time specialties. Shpg. wt. ea., 4 oz.

- (1) Synthetic Ruby Ring
A deep red stone that closely resembles a genuine ruby. State size, 8 to 12.
4 N 4808—\$14.00 Value **\$6.95**
- (2) Genuine Black Onyx
Raised Gold Plated Initial on genuine black onyx. Print Initial, State size, 8 to 12.
4 N 4794—\$14.00 Value **\$6.95**
- (3) Three Initial Signet Ring
Print Initials, State size, 8 to 12.
4 N 04959—\$14.00 Value **\$6.95**

- Two Side Diamonds on Each
- 10K Solid Yellow Gold Mountings
- Finest at a Saving of Up to 1/2

Massive masculine rings with master workmanship and exceptional quality in materials. Our finest men's rings specially priced for this Christmas. Gift box. Shpg. wt., each, 4 ounces.

- (4) 10K Gold Raised Initial on Onyx Base
Print Initial, State size, 8 to 12.
4 N 4795—\$25.00 Value **\$12.95**
- (5) 10K Gold Raised Masonic Emblem
Black Onyx Base. State size, 8 to 12.
4 N 4851—\$25.00 Value **\$12.95**
- (6) Double Head Cameo Tiger Eye Stone
Golden Brown Color. State size, 8 to 12.
4 N 4669—\$30.00 Value **\$14.95**
- (7) Intaglio Hematite. Heads Cut into Stone
A 4 N 4661—Grayish Black Color **14.95**

- 10K Solid Yellow Gold Mountings
- Choice of Smart New Styles
- Genuine Values at Unusual Savings

Finer Quality Rings of excellent weight and design that assure the best for Him this Christmas. Each one an exceptional buy! See Page A for Easy Payment Terms. Shpg. wt., each 4 oz.

- (7) 10K Gold Raised Initial, 1 Diamond
Onyx Base. State size, 8 to 12, Initial
4 N 4798—\$20.00 Value **\$9.95**
- (8) Double Head Tiger Eye Cameo
Golden Brown Color. State size, 8 to 12.
4 N 4669—\$30.00 Value **\$10.95**
- (9) Grayish Black Intaglio Hematite Ring
4 N 4670—Heads Cut into Stone **\$9.95**
- (9) 10K Gold Raised Masonic Emblem
Real Diamond, Onyx Base. State size, 8 to 12.
4 N 4871—\$20.00 Value **\$9.95**

NOTE: Rings Marked A shipped from Chicago or Philadelphia Only. Order and pay postage from your nearest Mail Order House.

49¢ Special

Swank Personalized Tie Sets



\$1.00 Value

A smart, necessary aid to perfect grooming. Well designed yellow gold plated tie chain and collar bar. 3 cut-out initials. Print Initials. Shpg. wt., 3 oz.
4 N 05555—2-pc. **49¢**
Tie Chain Only **29¢**
4 N 05559

Swank Signet Set

Yellow gold color collar bar and tie chain. Print Initial for engraving. Postpaid.
4 N 05572M— **\$1.00**
2-Pc. Set **50¢**
Tie Chain Only **50¢**
4 N 05573M
Collar Bar Only **50¢**
4 N 05574M

Yellow Gold Plated

Swank Tie chain and collar bar set. Print 2 initials for engraving. Postpaid.
4 N 05575M— **\$2.00**
2-Pc. Set **1.00**
Tie Chain Only **1.00**
4 N 05576M
Collar Bar Only **1.00**
4 N 05577M

Four Piece Belt

Tie chain, collar bar and buckle in embossed sterling silver or yellow gold plate. Engraved initial on buckle and tie chain. 1 3/4-in. Black cowhide belt, size 30 to 44. State size, finish, print initial. Shpg. wt., 11 oz.
4 N 05420—Set **\$1.98**
4 N 05421—Belt and Buckle **\$1.39**

Sterling Silver Set

Pine sterling silver tie chain, collar bar and buckle with hand engraved design and initial. Black cowhide belt, 1 1/4 inches wide. Sizes 30 to 44. State size, print initial. Shpg. wt., 11 oz.
4 N 05422—Set **\$2.98**
Belt and Buckle Only **\$1.98**
4 N 05424



Evans Cigarette Set

Nickel plated cigarette case and lighter with smart engine turned design. Case holds 20 cigarettes. Size 2 1/2 x 3 1/4 in. Shipping weights sets, 10 oz., single pieces, 5 oz.
4 N 5537—Case **79¢**
4 N 5538—Lighter **\$1.19**
4 N 5539—Set **1.89**
Finer, Yellow Gold Color
4 N 5540—Case **98¢**
4 N 5541—Lighter **\$1.49**
4 N 5542—Set **2.39**

Black Enamel Set

A really good looking cigarette case and lighter. Smart black enameled front with nickel plated trim. Shield for 3 hand engraved initials on each. Case holds 20 cigarettes. Size 2 1/2 x 3 1/4 in. Print Initials. Shpg. wt. set, 10 oz., single pieces, 5 oz.
4 N 05543—Case **\$1.29**
4 N 05544—Lighter **\$1.69**
4 N 05545—Set **2.79**

Evans Combination

A smart all-in-one cigarette case and lighter. Black enameled front with two-toned shade effect, nickel plated trim. Evans new clipper action lighter! Case holds 14 cigarettes. Size 2 1/2 x 4 1/4 in. Give him a present he'll use day after day with unending pleasure. A \$1.95 value. Shipping weight, 13 ounces.
4 N 5549 **\$2.79**

Table Lighter

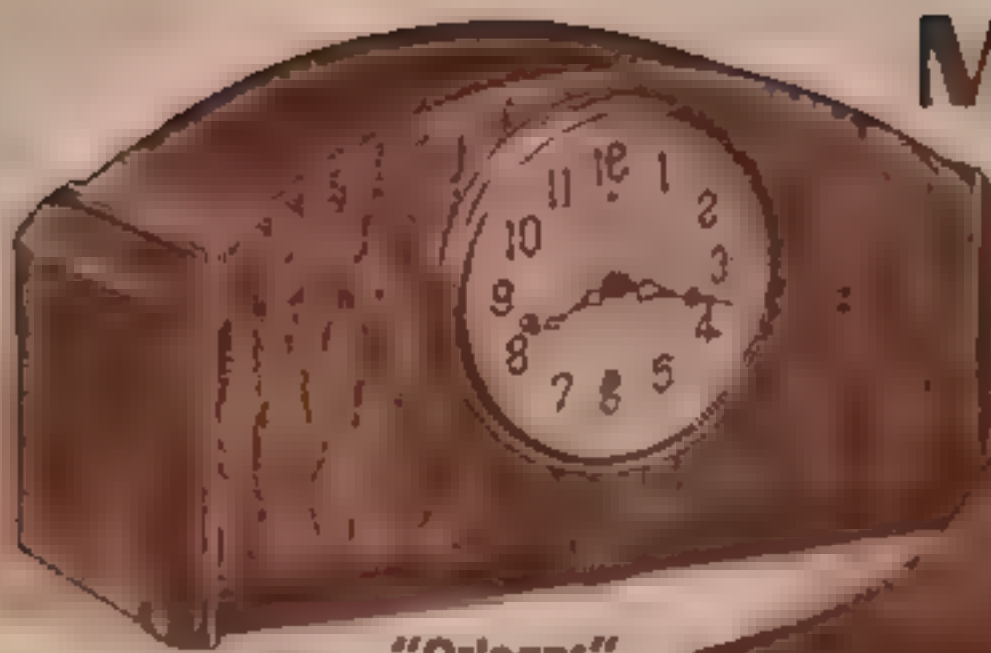
Silent Flame Set. Operates on 2 standard flashlight batteries included. Touch lighter stick to metal top and a steady, strong flame appears. Uses regular lighter fluid. Good looking oval shaped lighter 2 1/2 in. high. Enameled in black. Shpg. wt., 12 oz.
4 N 5568—Set **89¢**

Yellow Gold Filled

Handsome two-blade knife and waldemar watch chain. Long wearing 1/20 10K yellow gold filled quality. Initial engraved. Print Initial in gift box. Shpg. wt., set, 6 oz. Knife only, 3 oz.
4 N 01984—Set **\$2.98**
4 N 01985—Knife Only **\$1.79**

Modern Westminster Chimes

AS LOW AS 50¢ A WEEK
... PAYABLE \$2 MONTHLY,
SEE PAGE A IN CENTER OF BOOK



\$14.95 Cash
"Orleans"
New, Modern
Westminster

\$25.00 Value! A new, distinctive, New Haven chime clock with the clean, modern beauty of the smartest in modern styling. Handsome mahogany case with tilted veneer front wall at plywood top and ivory color end inlays. 5 1/4 in. silver hour and with raised numerals. Full musical Westminster, quarter hour chimes and hour strike (self adjusting). Electric model has sweep second hand. Size 15 in. wide, 8 in. high, depth 5 in. Shpg. wt., 11 lbs.
4 N 08609 8-Day **\$14.95**
4 N 08689 Electric **\$14.95**



\$16.95 Cash
New Haven "Reverie"

Valued at \$25.00 A full Westminster New Haven chime clock of classic beauty. Mahogany veneered case with two-tone painting and delicately scalloped base. Polished gold color bezel, 5 1/4 in. silver color dial and easy-to-read raised numerals. Melodious Westminster quarter hour chimes and hour strike. Sweep second hand on self starting electric model. Size 19 1/4 in. wide, 8 in. high, depth 5 in. Shpg. wt., 9 lbs.
8-Day Key Wind **\$16.95** Electric **\$16.95**
4 N 08611 **\$16.95** 4 N 08679 **\$16.95**



\$19.95 Cash
General Electric

Serenade Westminster chime clock of unusual stateliness and beauty. Made by General Electric famous for precision electrical instruments. Rich walnut finish tambour case. Polished gold color bezel frames smart 4x5 1/2 inch silver color dial with large inside black numerals. Gold color sweep second hand. Melodious Westminster chime on each quarter hour, with strike on the hour. (Self-adjusting) Size 14x6 1/2x4 1/2 in. Postpaid.
4 N 08691 Self Starting Electric **\$19.95**

Give a Gift With Year-Round Use



\$6.95 20 1/2 in.
Warwick Model

Glass paneled mahogany finish brass ornate feet, 8-day or electric movement. Shpg. wt., 9 lbs. and 6 lbs.
"Whitney" - 30 1/2 in. high, 9 1/2 in. wide. Hour and half-hour strike; 6 in. dial. Electric model is self starting.
8-Day **\$10.95** Electric **\$10.95**
4 N 08800 **\$10.95** 4 N 08875 **\$10.95**
"Warwick" - Size 24 1/2 x 7 1/4 in. 5 1/4 in. crown color dial. With self strike electric model has manual water movement.
8-Day **\$6.95** Electric **\$6.95**
4 N 08810 **\$6.95** 4 N 08876 **\$6.95**



\$6.95
Ingraham "Supreme"

Attractive and price unusually low for the quality. Beautifully graceful lovely exterior. Beautiful case of mahogany and mahogany veneer, genuine two-tone walnut inlay and carved base molding. 5 1/4 in. silver color dial with gilt numerals. Melodious two-tone chime strikes each hour and half hour. Re-settable. Ingraham movement. 2 1/2 in. wide, 9 in. high, 4 1/2 in. depth. Shpg. wt. 10 lbs.
4 N 08800 **\$6.95**

Clocks marked **▲** shipped from Chicago or Phila. only, order from your nearest Mail Order House.



\$8.95
Ingraham Electric

Strikes hour and half hour on mellow chime tone. Beautiful modern smart large design. Fine walnut veneer case with genuine pearl walnut fruit, and attractive, delicately molded side scroll treatment. Satin finish silver plated dial with gold color sweep second hand. Ingraham self starting electric movement with motor sealed in oil for longer wear. 20 in. wide, 6 1/2 in. high. Shipping weight, 6 pounds.
4 N 08688 **\$8.95**



\$3.75
Sessions Electric

A distinctive occasional clock of unique modern styling, that will enhance the room's graces. Quirky reliable self starting Sessions electric movement assures accurate timekeeping. Streamlined case of genuine walnut veneer with smart tulipwood inlay trim and chromized feet. 5 in. silver color dial with raised numerals, chromium plated bezel and sweep second hand. 11 1/4 in. wide, 6 1/2 in. high. Shpg. wt. 4 lbs.
4 N 08693 **\$3.75**

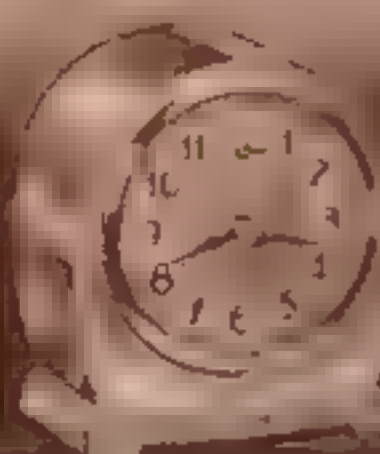
Current Notice: Electric Clocks on this page operate on 110-130 volt A. C. 60-cycle only.

Smart Gift Alarms for Alert "Moderns"



\$1.98
Hammond

Great good looking little electric alarm. Two-tone walnut finish Bakelite case. 3 in. buff color metal dial and sweep second hand. Buzzer alarm, 5 ft. cord. Size, 3 1/2 x 4 1/2 in. Shpg. wt. 2 lbs. 5 oz.
4 N 8675 **\$1.98**



\$3.39
Electric Alarm

Smart, miniature, self-starting electric alarm, made by Ingraham. Die cast metal case, gold or silver color satin finish, two-tone metal dial. Size 4 1/4 x 4 in. Shpg. wt. 2 lbs. 2 oz.
4 N 8589 Silver **\$3.39**
4 N 8590 Gold **\$3.39**



\$4.95
Walnut Case

An extremely smart, self starting electric Ingraham alarm loaded with distinction to any room. Beautiful genuine walnut case inlaid with maple bands. Two-tone silver color metal dial, gold plated bezel, sweep second hand. 5 1/4 x 4 1/2 in. Shipping weight, 2 lbs. 5 oz.
4 N 8591 **\$4.95**



\$3.25
Overnite Alarm

Unusually convenient for desk, dresser or travel. Ivory color composition case, gold color trim or black with nickel plated trim. Front sliding shut for non-breakable crystal. Luminous hands numerals. Size 4 1/4 x 3 in. Shipping wt., 1 1/2 lbs.
4 N 8533-Ivory **\$3.75**
4 N 8534-Black **\$3.25**



\$1.98
8-Day or Electric Model

Here's a colorful kitchen clock of new modern design. Specially priced for a clock of its features. 8-day or manual starting electric movement. Chromium plated bezel frames 5 1/4-inch, modern type, easy-to-read dial. Sweep second hand on electric model. Convenient front set and start. No removing clock from wall. Attractive plastic case in gay colors. Size, about 8 in. square. State color. Green or Red with white trim, or all ivory, or all white. Shpg. wt., each 3 lbs.
8-Day **\$1.98** Electric **\$1.98**
4 N 8702 **\$1.98** 4 N 8786 **\$1.98**

Watches . . . Priced Low for Christmas



All
Watches
Shows About 1/2 Actual Size

Exclusive . . . Smart, Thrifty "Miss Ingraham"

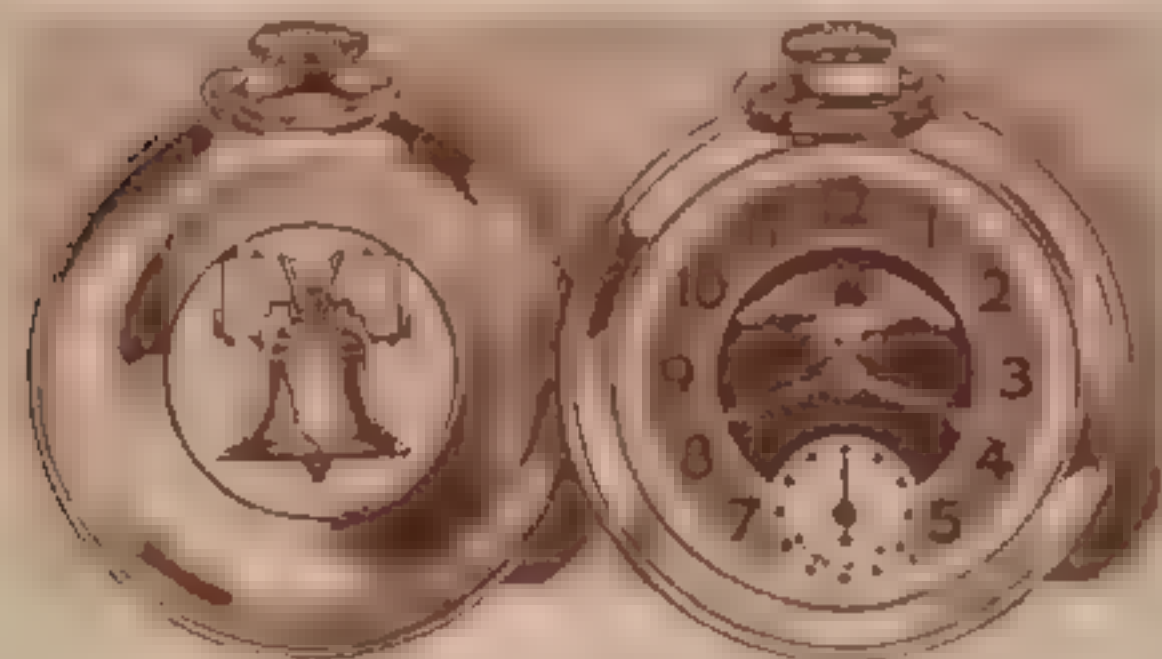
A sturdy, small watch ideal for the schoolgirl, sportswoman and business woman. Combines smart simplicity in styling with dependability and accuracy in timekeeping. Rich 10-K Yellow roled Gold plate or Chromium Plate case with stainless metal back. Clear, unbreakable crystal protects the clean cut dial and numerals. A \$1.50 value that assures a Merry Christmas. In gift case. State wrist size. Shpg wt. each, 4 oz.

Chromium Plated Case \$2.49
4N1773 Link Band
4N1771 Black Leather Band \$2.49
Yellow Gold Plated Case
Tah Pieg Skin Strap
4N1772 \$2.95

For Men and Boys . . . Curved to Fit the Wrist

A sturdy fine looking watch built for hard every day use. Priced exceptionally low for Christmas. Designed to hug the wrist firmly, comfortably and with extra smartness. Richly embossed Chromium plated case. Clear unbreakable crystal protects the easy to read numerals and two toned dial. Rugged Ingraham movement with the extra heavy winding that means longer wear. Choice of genuine black leather strap or that long metal link bracelet. Man or boy need be proud to wear it. It is a watch to depend upon and a style that competes with far more expensive watches. In presentation case. State wrist measurement. Shipping weight, each, 5 ounces.

With Black Leather Strap \$1.79
4 N 1757
Adjustable Link Bracelet \$1.79
4 N 1758.....



Red, White and Blue Pocket Watch

Show you are proud to be an American. Proclaim your patriotism with this thrilling new Ingraham patriotic watch. Handsomely photographed in brilliant national colors! It's new, different, beautiful! Heavy, polished nickel plated case has modern design bow (stem guard), and convenient, low-set crown. Attractive metal dial has brilliant flag red number track with navy blue numerals, white minute track with silver color minute markers and hands. Navy blue dial center with silver color border is emblazoned with blue and silver color American eagle. White second-dial has tiny blue stars as second markers. Back of case shows Liberty Bell in colors on white medallion. 30 hour Ingraham movement with withstand hard usage. Unbreakable crystal.

4N1705 A grand gift for any man or boy! Shpg wt., 4 oz. \$1.29

Fine, inexpensive watches that make welcome gifts! Easy Terms on any Order of \$10 or more. See Page A in Center of Book

Luminous

Luminous hands tell time in the dark! Bronze plated case; unbreakable crystal. New Haven movement. State wrist size. Shpg wt., 5 oz.

4N1564 Black Leather Strap \$1.98
4N1565 Matching Link Band \$1.98

Copper-Clad

Has the New Red Gold look that is so smart this season . . . be the first to wear one! Rich two toned, unbreakable crystal. New Haven movement with compensated spring. Leather strap. Shpg wt., 5 oz.

4 N 1566 \$2.69

Yellow Gold

Neater, smaller, yet low gold or chromium plated case. New Haven movement, unbreakable crystal. Shpg wt. 5 oz.

4 N 1583 Gold Tah Pieg Strap \$2.79
4 N 1584 Chroma Back Strap \$1.98



Luminous Dial

Tells time in the dark. Attractive black dial with luminous numerals and hands. \$1.50 Value. Smart, sturdy nickel plated case with dependable Ingraham movement. Runs for 30 hrs. on one winding. Clear unbreakable crystal protects the easy to read dial. Shpg wt. 4 oz.

4 N 1718 \$1.00
Similar Watch . . . Plain Dial Plain numerals and hands. 79c
4 N 1700

Smartly Styled

Richly embossed nickel case front and back and expensive looking dial. Modern styled raised gift numerals and hands. Has new revolving second indicator with red numerals and markers. Dependable Ingraham movement needs winding once in 10 hours. The watch has been waiting for new, clever, handsomely designed. It exhibits the styling of far more expensive watches.

4 N 1704—Shpg wt., 4 oz. \$1.19

The Lone Ranger

New Low Price. Reduced from \$1.30. A keen looking watch any boy would prize! The Lone Ranger and Silver on back in gay colors. Black enameled 5 sided case, nickel plated trim. Unbreakable crystal for rough and tumble wear. Leather ion and hanger with imitation revolver. Official Lone Ranger Watch Dependable New Haven Movement. Shpg wt., 5 oz. Gift Box.

4 N 1527 \$1.00

Watch, Knife and Chain

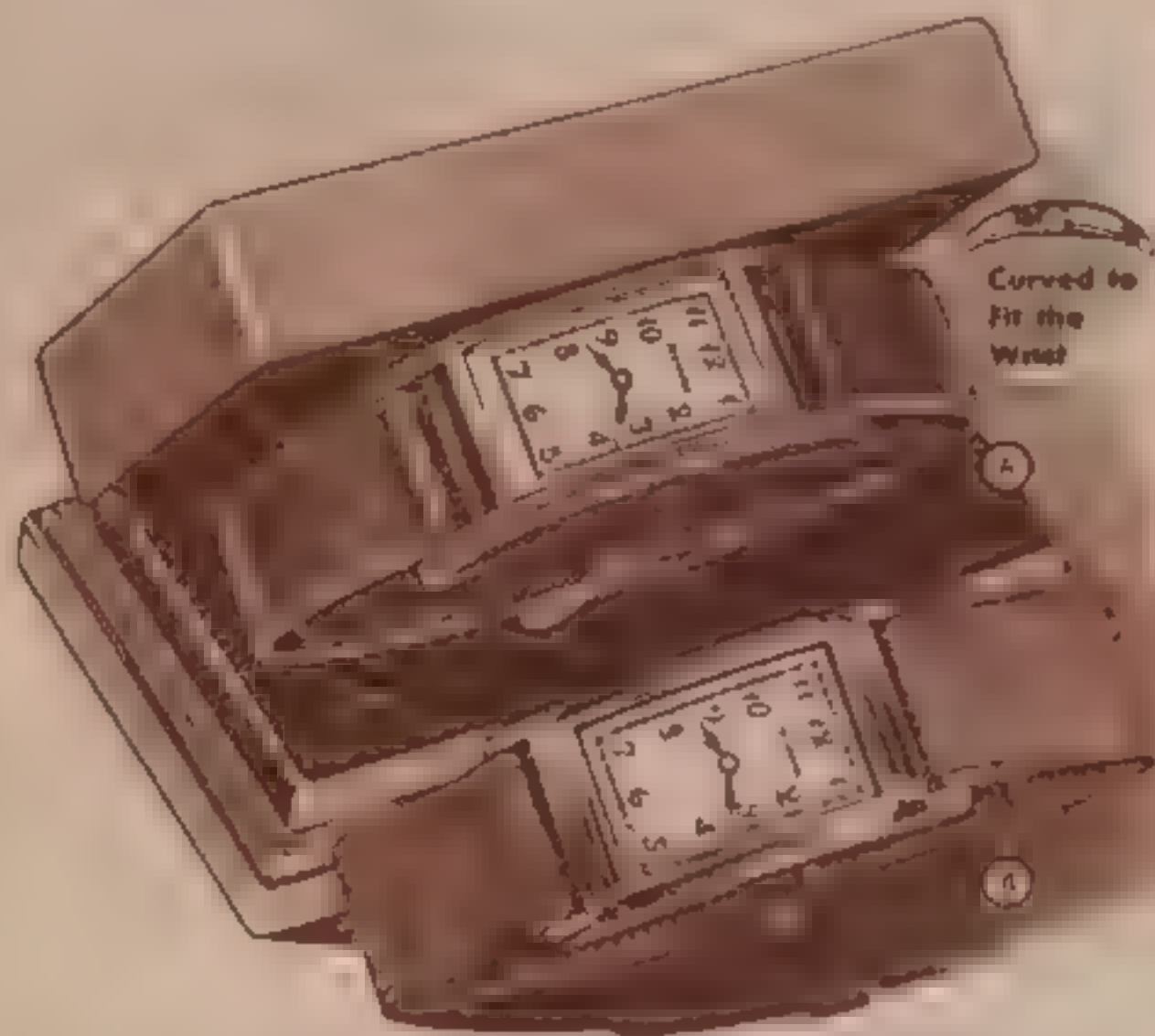
Now—in the popular yellow gold color finish. A really good looking watch with a useful 2 blade knife and Wadsworth watch chain. Embossed case with smart two toned dial. \$2.00 Value. Shpg wt. 8 oz.

4 N 1534—in gift box \$1.39
Similar Watch Nickel Finish Plain Large Figure dial \$1.19
4 N 1535

PAGE 15 WATCHES

1941 styles for Christmas 1940. Fine jeweled watches identical in quality, beauty and workmanship to nationally advertised brands selling at twice our low price! At Sears you pay for the watch itself, not for the name.

1/2 Price Gift



Curved to fit the Wrist

(A) Curved Gold Case
 • 17 Jewel Movement
 • Tan Pigskin Strap
\$10.95
 A slender curved watch in rich 10K yellow rolled gold plate with a practical stainless metal back that fits the wrist comfortably. Rich engraving frames the clean crystal. Excellent 17-Jewel Tested Swiss movement. Combines the merits of fine timekeeping and impressive design usually found only in watches selling at twice our low price! Gift box. Shipping weight, 6 ounces.
 4 N 819..... **\$10.95**

(B) Polished Case, 17 Jewel
 • 10K Yellow Gold
 • Tan Pigskin Strap
\$9.95
 Up to the minute in styling... on the minute in timing! Hand some polished case in rich un-ornamented 10K yellow rolled gold plate with an enduring stainless metal back. Timekeeping excellence assured by the fine 17 Jewel Tested Swiss movement. Easy care are available on all Sears watches. See Page A, Center of Book. Shpg. wt., 6 oz.
 4 N 820—Gift Box... **\$9.95**



Yellow Gold Case
\$10.95

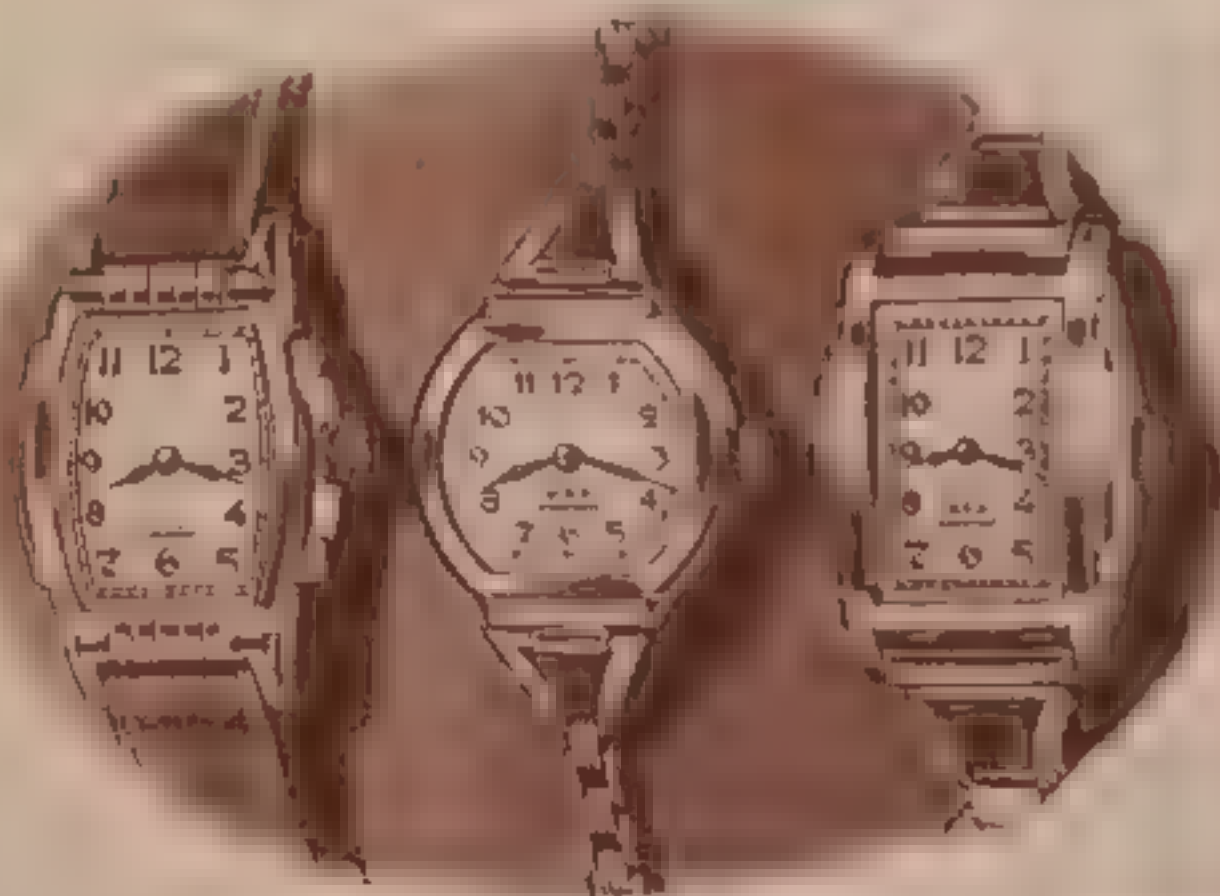
7 Jewels
 A modern small size watch with stirrup end design that allows it to lie naturally on the wrist. 10K yellow rolled gold plate with practical new stainless metal back. 7 Jewel Tested Swiss movement. Pigskin strap. Gift box. Shpg. wt., 6 oz.
 4 N 1279... **\$10.95**
17 Jewels
 4 N 1280... **\$13.95**

Pink Gold Case
\$11.95

7 Jewels
 The new pink 10K rolled gold plate that is a favorite with men of discrimination. New small size square watch with stainless metal back. 7 Jewel Tested Swiss movement. Brown suede strap. Gift box. Shpg. wt., 6 oz.
 4 N 1281... **\$11.95**
17 Jewels
 4 N 1282... **\$14.95**

Spherical Crystal
\$12.95

7 Jewels
 Curved unbreakable crystal movements in brilliant design. Case of 10K yellow rolled gold plate. A genuine Roman and Arabic numeral. Tarnish resisting stainless metal back. 7 Jewel Tested Swiss movement. Tan pigskin strap. Gift box. Shpg. wt., 6 oz.
 4 N 1283... **\$12.95**
17 Jewels
 4 N 1284... **\$15.95**

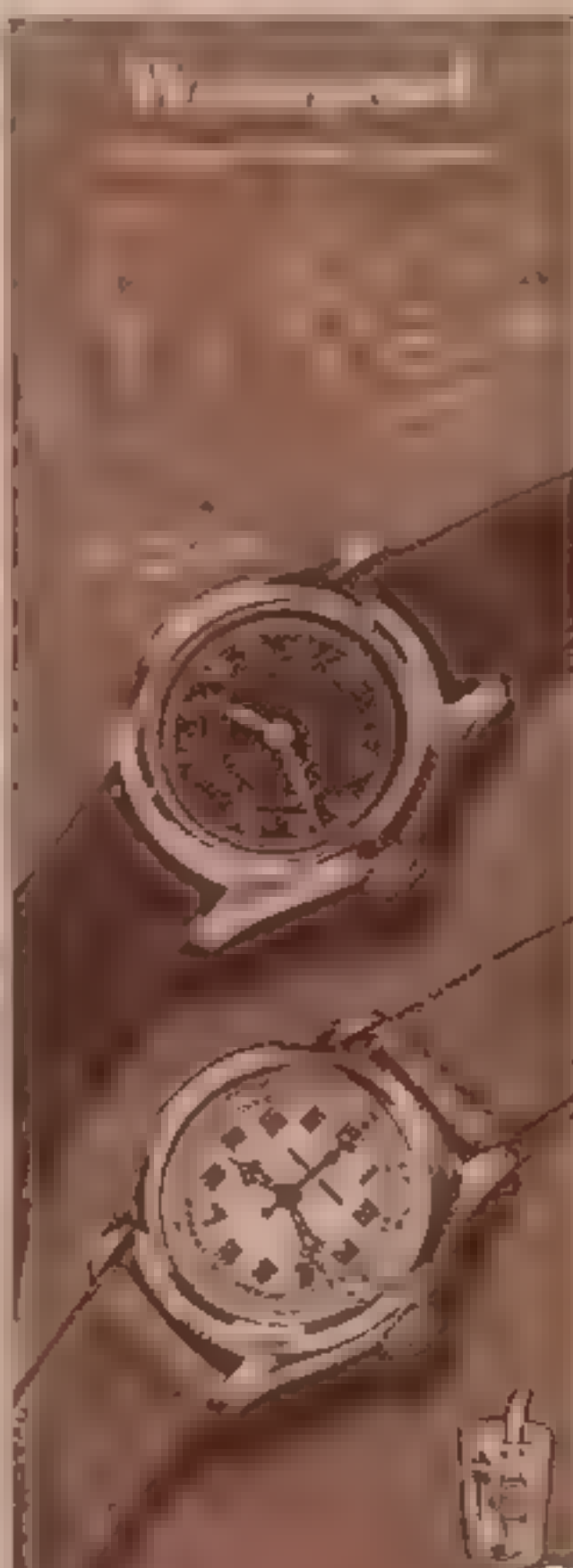


AMERICAN MADE SHOCKPROOF WATCHES

Leather Strap
\$3.95
Chromium
 Chromium or 10K yellow rolled gold plate case with stainless metal back. For rugged service. 7 Jewel American Made shockproof movement. Tan pigskin strap. Gift box. Shpg. wt. 6 oz.
Chromium
 4 N 821... **\$3.95**
Yellow Gold
 4 N 822... **5.95**

Women's Model
\$3.95
Chromium
 For the business woman or sports-woman. Chromium or 10K yellow rolled gold plate case. Stainless metal back. Link band. 7 Jewel movement. Gift box. State wrist size. Shpg. wt. 6 oz.
Chromium
 4 N 823... **\$3.95**
Yellow Gold
 4 N 824... **5.95**

Metal Band
\$4.95
7 Jewels
 Modern terraced side treatment in a rugged watch. Hot chromium plate with a smart matching link band. 7 or 17 Jewel American Made shockproof movement. Gift box. State wrist size. Shipping weight, 6 ounces.
7 Jewels
 4 N 846... **\$4.95**
17 Jewels
 4 N 847... **6.95**



Smart Black Dial
\$9.95

7-Jewel Movement
 Has smart black dial with cut gold color numerals that are easy to read. A fine tested 7 jewel movement. Its water-proof, dust-proof, and non-magnetic. The ideal watch for sports wear, while working, and for all around use. The case is a round chromium case that has been a favorite with well-proved men for years and is now combined with the practical new chromium plated back. Good looking gun metal gray rubber water resistant strap. Long rugged wear. In addition, a protection case. Shipping weight, 6 ounces.
 4 N 1286... **\$9.95**

Luminous Dial
\$12.95 Chrome

Sweep Second Hand
 For the doctor, photographer, sportsman, for every man to whom spot second accuracy counts, day or night! Here is a watch with a sweep second hand that can be read in the dark & dustproof, waterproof and non-magnetic. Fine 7 Jewel Swiss movement. Chromium or 10K Yellow Rolled gold plated case with stainless metal back. Separate second track with sweep hand. Water resistant leather strap. In gift case. Shpg. wt., 6 oz.
Chromium Case
 4 N 1286... **\$12.95**
Yellow Gold Case
 4 N 1287... **14.95**

Watch Sale

There's no better Christmas gift than a fine, jeweled watch. And Sears Convenient Terms make it easy for you to buy any watch NOW ... pay LATER. See Page A, Center of Book.



Sweetheart Watch

\$8.95

7 Jewel

Fashionable new pink gold or popular yellow gold case. 10-K rolled gold plate quality, with stainless metal back. Reliable 7 jewel Swiss movement. Black silk cord band. State wrist size. Gift box. Shpg. wt. 8 oz.

Pink Gold **\$8.95**
4 N 776
Yellow Gold **\$8.95**
4 N 776

Tiny "Sweetheart"

\$11.95

7 Jewel

Finer and smaller heart shaped model than watch at left. Finely embossed case of 10-K yellow rolled gold plate with stainless metal back. Dependable Swiss movement. Link bracelet. In gift box. State wrist size. Shpg. wt., ea. 8 oz.

4 N 792 **\$11.95**
7 Jewels
4 N 793 **\$14.95**
17 Jewels

Give Her a Tiny Watch Set With Diamonds—Save Over Half!

6 Genuine Diamonds

\$24.95 Cash

Only \$3.00 Down

Valued at \$55.00. An exquisite 4 jewel tiny watch with 6 sparkling diamonds set in all 10-K yellow rolled gold plate case. Fine, accurate 17 jewel Swiss movement. Black silk cord band. State wrist size when ordering. Gift box. Shipping wt. 8 oz.

4 N 0781 **\$24.95**

4 Sparkling Diamonds

\$19.95 Cash

Only \$2.50 Down

Worth All of \$45.00. A stunning little watch with 4 genuine cut diamonds set in smart embossed 10-K yellow rolled gold plate case. 17 jewel Swiss movement. Link band. Gift box. State wrist size. Shpg. wt. 8 oz.

4 N 780 **\$19.95**

2 Sparkling Diamonds—7 or 17 Jewels

Ⓐ \$25.00 Value! 10-K yellow rolled gold plate case. Stainless back. Set with 2 genuine diamonds. 7 or finer 17 jewel Swiss movement. Link band. In gift box.

7 Jewels **\$9.95**
4 N 777

\$9.95 Cash
7 Jewel
\$2 Down

17 Jewels **\$12.95**
4 N 778

4 Flashing Diamonds—17 Jewels

Ⓑ Usual \$35.00 Value! 4 cut diamonds set in embossed case of 10-K yellow rolled gold plate with stainless metal back. 17 jewel Swiss movement, link cord band. In gift box.

4 N 779 **\$16.75**
Above shpg. wt., ea. 8 oz. State wrist size

\$16.75 Cash
\$2 Down
\$16.75

NOTE: Watches marked Ⓐ shipped from Chicago and Phila. only. Order and pay postage from nearest mail order house.

Super Value Watch

\$4.95

Chrome

\$12.95 Quality

Modern design case of chromium plate or 10-K yellow rolled gold plate with stainless metal back. 7 jewel Swiss movement. Adjustable link bracelet. In gift box. State wrist size. Shpg. wt. 8 oz.

Chromium Plate **\$4.95**
4 N 800
Yellow Gold Plate **\$6.95**
4 N 801

Modern Cushion Style

\$6.95

Chrome

\$14.95 Quality

Charming embossed design case in style case in chromium plate or 10-K yellow rolled gold plate with stainless metal back. Reliable 7 jewel Swiss movement. Matching link bracelet. Gift box. State wrist size. Shpg. wt. 8 oz.

4 N 762 Chrome **\$6.95**
4 N 763 Yellow Gold Plate **\$8.95**

Smart Oval Shape

\$7.95

7 Jewel

\$17.95 Quality

Unusual oval dial watch with delicate figures and design on case of 10-K yellow rolled gold plate with stainless metal back. 7 jewel Swiss movement; black silk cord band. State wrist size. Gift box. Shpg. wt. 8 oz.

4 N 784 **\$7.95**
4 N 791 17 Jewel **\$10.95**
\$22.95 Quality



Tiny Square Style

\$8.95

Chrome

\$16.95 Quality

Lovely and feminine, this tiny square model is a fine little timekeeper any woman would prize. The case, embossed design case in chromium plate or 10-K yellow rolled gold plate with stainless metal back. 7 jewel Swiss movement. Matching link band. Shpg. wt. 8 oz. Gift box. State wrist size.

Chromium **\$8.95**
4 N 785
Gold Plate **\$10.95**
4 N 786

New Round Style

\$9.95

7 Jewel

\$19.95 Quality

Tiny round model with tapered end styling. Pink or yellow 10-K yellow rolled gold plate case, with stainless metal back. State choice. 7 or finer 17 jewel Swiss movement. Black silk cord band. Gift box. State wrist size. Shpg. wt. 8 oz.

7 Jewels **\$9.95**
4 N 787
17 Jewels **\$12.95**
4 N 788

Embossed Cushion

\$10.95

7 Jewel

\$22.50 Quality

A lovely little feminine wrist flatterer. The case's embossed case of 10-K yellow rolled gold plate with stainless metal back. 7 or finer 17 jewel Swiss movement. Matching link bracelet. State wrist size. Gift box. Shpg. wt. 8 oz.

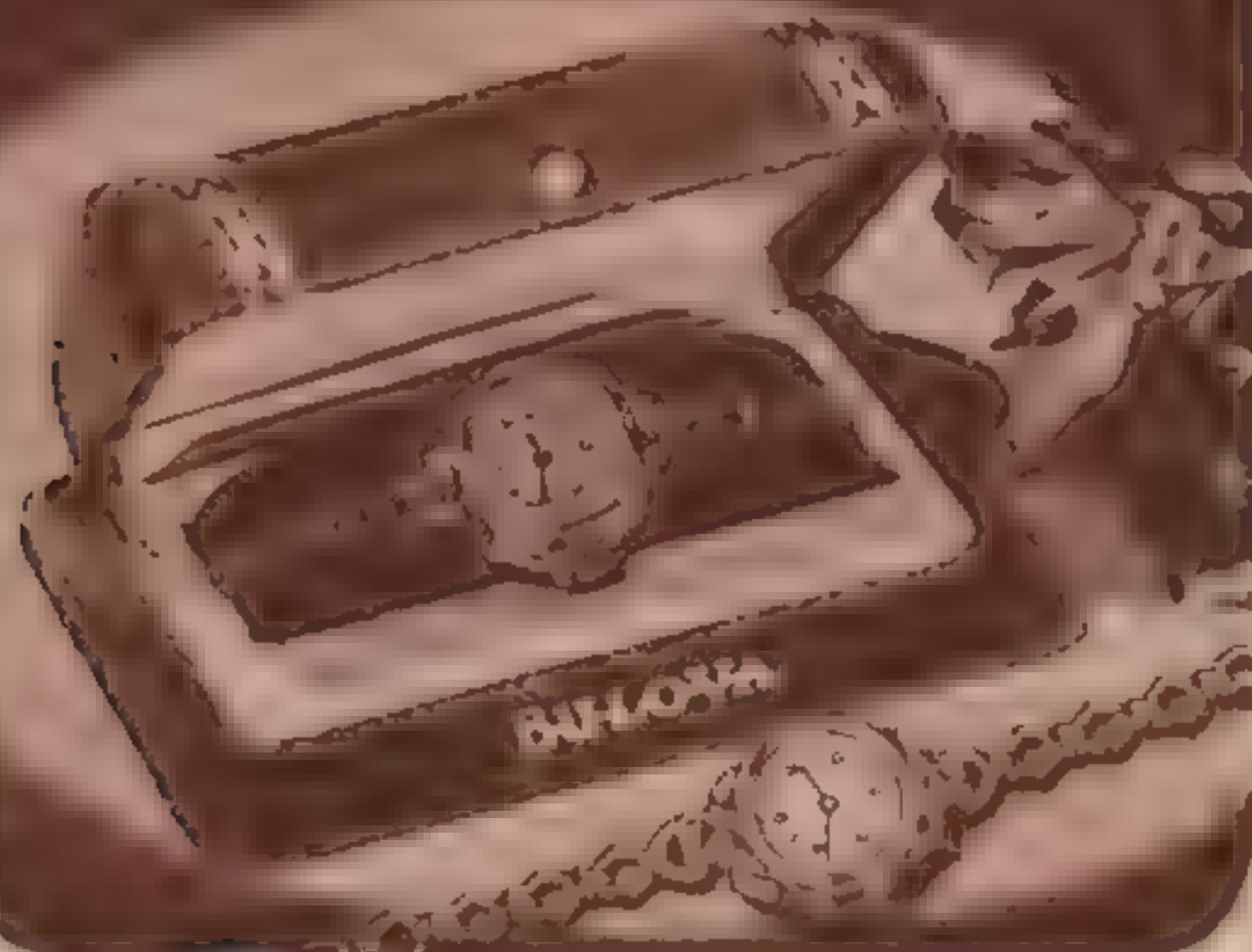
7 Jewels **\$10.95**
4 N 789
17 Jewels **\$13.95**
4 N 790

Ⓒ PAGE 17 WATCHES

BULOVA

Trade in Your Old Watch on a New Bulova

and whether you buy for Cash or Easy Terms



BULOVA • "PATRICIA"

17-Jewel \$24.75

Pink or Yellow Gold Plate Case

Woman's tiny cushion shaped watch in rich pink or yellow 10-K rolled gold plate with stainless metal back. Popular, new terraced end styling. Fine, 17-jewel Bulova movement. Black silk cord band. State wrist size. In presentation gift box. Postpaid

Pink Gold 4 N 0560 \$24.75 Yellow Gold 4 N 0551 \$24.75

Cash or Terms, \$3 Down, \$4 Monthly

BULOVA • "MEDALLION"

17-Jewel \$29.75

An ever-so-small, round watch with smart case of all 10-K yellow gold. 17-jewel Bulova movement, renowned for accuracy and long wearing dependability. The smart adjustable metal bracelet has a size perfect with the lovely simplicity of the round case. In gift case. State wrist size. Postpaid

4 N 0555 \$29.75

Cash or Terms, \$3 Down, \$4 Monthly



Watches on
These 2 Pages
Shown 3/4
Actual Size

WESTFIELD • "BEVERLY"

7-Jewel \$14.75

Engraved Yellow Gold Case

A tiny Westfield feminine watch of unusual attractiveness. Delicately engraved, cushion shaped case of gleaming 10-K yellow rolled gold plate with stainless metal back. Reliable 7-jewel movement. Matching adjustable link bracelet. State wrist size. In gift case. Postpaid

4 N 558—Postpaid, \$14.75

Cash or Terms, \$2 Down, \$2 Monthly

WESTFIELD • "Miss Liberty A"

7-Jewel \$10.75

Smart, Round Yellow Gold Case

A superb little round model with a low cost that is extremely easy on your Christmas purse. Smartly styled perfect plain case of polished 10-K yellow rolled gold plate with stainless metal back. Dependable 7-jewel movement. Black silk cord band adds richness to the fashionable simplicity of the perfectly plain case. Be sure to state wrist size. In gift case. Postpaid

4 N 551 \$10.75

Same Price, Cash or Terms

18 • SEARS, ROEBUCK AND CO. ♦♦

Bulova

"DIANA" • 17-Jewel
Yellow Gold \$29.75

Ⓐ Tiny, feminine, cushion shaped Bulova, with smart, plain case of all 10-K yellow rolled gold plate and fine 17-jewel movement. Unusually distinctive flexible gold plated band. State wrist size. Gift box. Postpaid

4 N 0556 \$29.75

Same Price, Cash or Terms

"GODDESS OF TIME"

17-Jewel \$33.75

Pink or Yellow Gold

Ⓑ Smart, engraved cushion shaped 14-K pink or 10-K yellow case and fine 17-jewel movement. State wrist size. Gift box. Postpaid

14-K Pink Gold 4 N 0570 \$33.75

10-K Yellow Gold 4 N 0571 \$33.75

Ⓐ See Shpg. Note, Opp. Page

Same Price, Cash or Terms

"ALDEN" • 15-Jewel

To wear Gold \$24.75

Ⓒ This rugged, masculine looking Bulova is a remarkably low value. 10-K yellow gold plate case with stainless metal back, and 15-jewel movement. Hand-stitched leather strap. In gift case. Postpaid

4 N 0182 \$24.75

Same Price, Cash or Terms

"RANGER" • 15-Jewel

Yellow Gold \$29.75

Ⓓ Fine 15-jewel Bulova movement in engraved case of 10-K yellow rolled gold plate with stainless metal back. New one-piece expansion type metal and leather wrist band "on-and-off" with instant case. Gift box. Postpaid

4 N 0183 \$29.75

Same Price, Cash or Terms

"PRESIDENT" 21-Jewel

Yellow Gold \$49.50

With Metal Band

Ⓔ Small, slender and handsome... it's a superb watch! Plain 10-K yellow gold filled case, 21-jewel movement. Give wrist size. Gift box. Postpaid

4 N 0184—Metal Expansion Band \$49.50

4 N 0185—Tan Leather \$45.00

Ⓐ See Shpg. note, Opp. Page

Westfield

"TROJAN" • 7-Jewel

Yellow Gold \$9.95

Ⓕ A distinctive, rugged watch, worth far more than its low cost indicates. Polished 10-K yellow rolled gold plate case with stainless metal back, 7-jewel movement. Tan pigskin strap. Gift box. Postpaid

4 N 1181 \$9.95

Same Price, Cash or Terms

"HUDSON" • 7-Jewel

Yellow Gold \$12.75

Ⓖ Smartly styled, engraved case of 10-K yellow rolled gold plate with stainless metal back and fine 7-jewel movement. Make this a handsome, dependable watch. Tan pigskin strap. Gift box. Postpaid

4 N 1187 \$12.75

Same Price, Cash or Terms

Elgin

DELUXE • 17 Jewels

Yellow Gold **\$37.50**

(A) A tiny, accurate watch. 10-K yellow gold filled case, roman numeral dial, 17 jewels. Gift box. State wrist size. Postpaid.

Cord Band

▲4 N 0439 **\$37.50**

Link Bracelet

▲4 N 0440 **\$39.75**

Same Price, Cash or Terms.

LADY ELGIN • 19 Jewels

Yellow Gold **\$50.00**

With Silk Cord Band

(B) One of the most lovely ladies' watches. 14-K yellow gold filled case, 19 jewels, metal dial, 19 jewels. Gift box. State wrist size. Postpaid.

Cord Band

▲4 N 0441 **\$50.00**

Link Bracelet

▲4 N 0442 **\$52.50**

Same Price, Cash or Terms.

ELGIN • 15 Jewels

Yellow Gold **\$24.75**

With Tan Pigskin Strap

(C) Moderate priced 15-jewel Elgin. 10-K yellow rolled gold plate case. Various metal back. Gift box. State wrist size. Postpaid.

Tan Pigskin Strap

▲4 N 01064 **\$24.75**

Link Bracelet

▲4 N 01065 **\$27.50**

Same Price, Cash or Terms.

ELGIN • 15 Jewels

Rose or Yellow Gold **\$33.75**

With Tan Pigskin Strap

(D) 15-jewel movement. 10-K yellow rolled gold plate case. Various metal back. Gift box. State wrist size. Postpaid.

▲4 N 01066 Rose Gold Pig Strap **\$33.75**

▲4 N 01067 Yellow Gold Pig Strap **\$33.75**

▲4 N 01068 Yellow Gold Link Band **\$37.50**

Same Price, Cash or Terms.

LORD ELGIN • 21 Jewels

Rose or Yellow Gold **\$55.00**

(E) Magnificent watch. 21-jewel movement. 14-K yellow rolled gold plate case. Various metal back. Gift box. State wrist size. Postpaid.

▲4 N 01069 Rose Gold Case, Russian Leather Strap **\$55.00**

▲4 N 01070 Yellow Gold Pig Strap **\$55.00**

Same Price, Cash or Terms.

Waltham

"CONWAY" • 9 Jewels

Yellow Gold **\$19.75**

With Tan Pigskin Strap

(F) Smartly masculine. 9-jewel movement. 10-K yellow rolled gold plate case; stainless metal back. Gift box. State wrist size. Postpaid.

Tan Pig Strap

▲4 N 990 **\$19.75**

Link Bracelet

▲4 N 991 **\$24.75**

Same Price, Cash or Terms.

"FLORIDA" • 21 Jewels

Yellow Gold **\$39.75**

(G) A clean-cut, manly modern rectangular design. In polished 10-K yellow gold filled case. Curved back holds watch. 21-jewel movement. Tan pigskin strap. Gift box. Postpaid.

▲4 N 0960 **\$39.75**

Same Price, Cash or Terms.

ELGIN

Gifts to be Treasured for a Lifetime

Terms: See Page A, Center of Book, for Terms.



ELGIN • 15 Jewels

Yellow Gold **\$24.75** Cord Band

Tiny gold case of 10-K yellow rolled gold plate, with lovely three decorative end design and back of Veritas movement. Various metal back. Gift box. State wrist size. Postpaid.

Black Silk Cord Band

▲4 N 0486 - Postpaid **\$24.75**

Matching Link Bracelet

▲4 N 0485 - Postpaid **\$27.50**

Cash or Terms, \$3 Down, \$4 Monthly.

NOTE: Watches marked A shipped from Chicago or Philadelphia only. Order from your nearest Mail Order House.

ELGIN • 15 Jewels

Yellow Gold Filled Case **\$29.75** Cord Band

Exquisitely styled tiny square model in polished 10-K yellow gold filled case with tapered decorative end design. 15-jewel movement. In gift box. State wrist size. Postpaid.

▲4 N 0446 - Pink Dial, Black Silk Cord Band **\$29.75**

▲4 N 0445 - Silver Color Dial, Black Silk Cord Band **\$29.75**

▲4 N 0447 - Matching Link Band, Silver Color Dial **\$33.75**

Same Price, Cash or Terms.



WALTHAM • "ADLER"

15 Jewels **\$24.75**

Pink or Yellow Gold Case

Whether she's 16 or 60, if her heart is young and gay, she'll treasure this lovely little watch. Tiny "Adler" shape case in the fashionable new pink gold or in yellow gold. 10-K rolled gold plate with stainless metal back. Accurate 15-jewel movement. Gift box. State wrist size. Postpaid.

▲4 N 0437 - Pink Gold Case Mocha Brown Silk Cord Band **\$24.75**

▲4 N 0438 - Yellow Gold, Black Silk Cord Band **\$24.75**

Same Price, Cash or Terms.

WALTHAM • "BETHEL"

9 Jewels **\$19.75**

Pink or Yellow Gold Case

New and fashionably smart, the Bethel shape case in pink or yellow, 10-K rolled gold plate with stainless metal back. Reliable 9-jewel movement. Silk cord band. In handsome gift box. State wrist size. Postpaid.

▲4 N 421 - Pink Gold Case, Mocha Brown Silk Cord Band **\$19.75**

▲4 N 400 - Yellow Gold Case, Black Silk Cord Band **\$19.75**

Cash or Terms, \$2.50 Down, \$3 Monthly

◆ PAGE 19 WATCHES

Our Greatest Silverplate Value!



For a Christmas
She Will Never Forget!
**Guaranteed
AA+ Quality**
(Better Than AA Quality)

72 Pieces \$19.95
for Only **19¢** cash

With Large, Beautiful Mahogany-
Grained Anti-Tarnish Chest

YOU SAVE \$17.50
Over Comparable Brands

Only 12.50 Down
75¢ a Week

Payable 12th a Month
See Page A, Center of
Book, for Easy Terms

Wm. Rogers • Overlaid..Unconditionally Guaranteed!

Before we tell you about the quantity of silver you'll get for your money, here is just a word about the quality. Every single piece is guaranteed AA+ quality. That means years of added wear. All pieces are unconditionally guaranteed. The only exception is knives, which are overlaid with an extra coating of pure silver at points of greatest wear. Every piece is covered with a smooth, lustrous silver. The Wm. Rogers Silverplate is sold any place for 12¢ a piece, and you won't be able to find it anywhere else for less than 12¢. If you buy it for less, it will be replaced without charge or penalty. All Wm. Rogers Silverplate blades. Engraving extra. See our General Catalog. State pattern name.

72-Piece Set... Service for 8
16 Tea Spoons 8 Knives 8 Oval Soup Spoons
8 Salad Forks 8 Forks 8 Butter Spreads
8 Ice Cream Spoons or 8 Cocktail Forks (extra charge)
And All These Serving Pieces:
1 Butler Knife 1 Large Past or Server
1 Sugar Spoon 3 Serving Spoons
1 Gravy Spoon 1 Berry Spoon
With Chest as illus. Shpg. wt. 16 lbs.
4 N 07271 12-Piece Set \$17.95
4 N 07274 Reg. Hollow Handle Knives \$19.95
4 N 07275 Reg. Hollow Handle Knives \$19.95
Without Chest Shpg. wt. 8 lbs.
4 N 07267 12-Piece Set \$14.95
4 N 07268 Reg. Hollow Handle Knives \$16.95
4 N 07269 12-Piece Set \$16.95



FASCINATION

PRISCILLA

TREASURE

DESIRE



Hand Forged Aluminum

A round hostess tray of generous size and exquisite design. Use it to serve sandwiches, appetizers and cold meats. 17 in. diam. Shpg. wt. 2 lbs. 8 oz.
4 N 8208 \$1.98



Four-Piece Silverplated Coffee Set

Four gracefully designed pieces that make an appropriate gift for this most hospitable of seasons! 14x9-in. tray may be used as a separate serving piece for sandwiches, appetizers or cold meat. Eight-cup Coffee pot is equally useful for Tea.
4 N 8003—4-Piece Set. Shipping weight, 4 pounds.... \$4.98



Sterling Silver Sugar and Creamer Set

Gracefully proportioned sugar and creamer of sterling silver, lined in rich gold plate. A present that will last a lifetime.
4 N 8100—2 1/4 in. high. Shpg. wt., 2 lbs. .. \$4.98



Aluminum Relish Dish

Rambler rose pattern relish dish with removable compartment of sandwich areas. Hand forged decorative edge. The beauty of the non-tarnishing aluminum usually sold by exclusive shops for much more. Diameter, 13 1/2 inches. Shpg. wt. 3 lbs.
4 N 8203 \$1.98



Pen Fills Easier... Just Wind It!

Webster Gold Dot Fountain Pen Sets

The famous pen with the quality and performance of pens selling for twice its price! 14K solid gold, Iridium Tipped point. Wind-to-fill device. Three initials. Choice of fine or medium point. State point and color: Silver Pearl, Emerald Pearl or Jet Black. Print initials.

4 N 5728—Men's Set Pen and Pencil Shpg. wt. 7 oz. \$2.98
4 N 5729—Women's Pen and Pencil Set Shpg. wt. 7 oz. \$2.98
4 N 5730—Men's Pen Only Shpg. wt. 4 oz. 2.39
4 N 5731—Women's Pen Only Shpg. wt. 4 oz. 2.39



Sterling Silver Salt and Pepper Sets

Individual salt and pepper shakers of sterling silver, lined in gold plate. Set make a grand gift. Shpg. wt., each set 1 1/2 lbs.

(A) 4 N 8086—1 1/4 in. high. 6 for \$1.98
(B) 4 N 8087—3 1/4 in. high. 6 for \$2.98



Baby Cup

Relay silverplated. Red and gold plate. First night size and weight for baby's hand. Smooth to use. 2 1/2 in. high. Print name for engraving. Shipping weight 4 oz.
4 N 08402 \$1.49



Baby Spoon

Sterling silver spoon with baby's name. Print Initial Shpg. wt. 5 oz.
4 N 08334 98¢

Lifelong Pen

14K Gold Point. Irid. tip. Fine or med. Black Pen. Red Onyx case. Perpetual calendar. Shpg. wt. 3 oz.
4 N 5727 \$4.98



Child's Silverplate Set

Fork, Spoon and 7 1/2-in. Knife. Print Initial (no extra charge).
4 N 08429—Shpg. wt. 7 oz. 79¢
Fork and Spoon Only
Fine quality silver plate.
4 N 08433—Shpg. wt. 5 oz. 69¢

Always Bright..Never Needs Polishing

Regular \$500 Value!

Chrome Plated Tableware



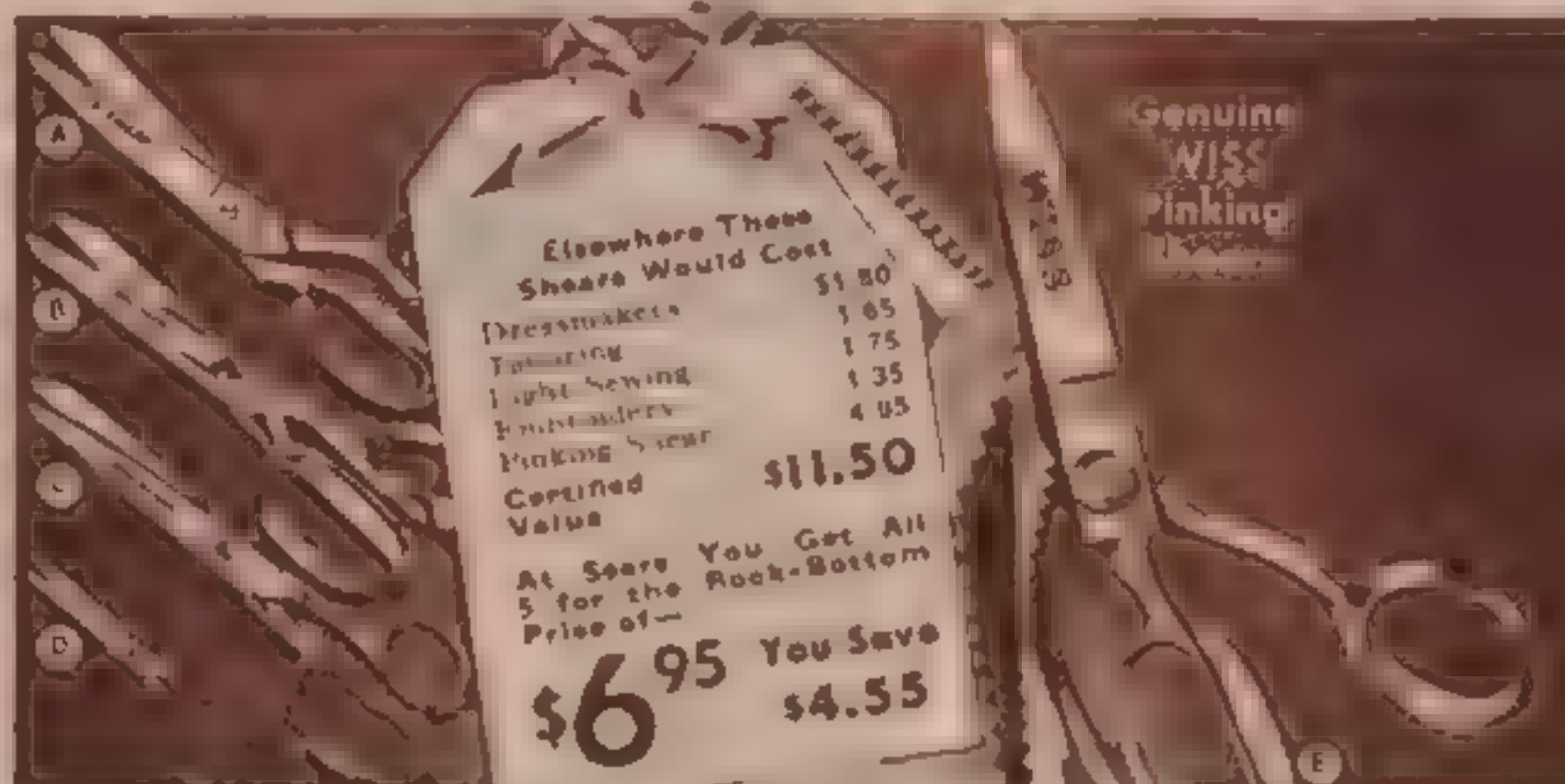
Personalized Initialed Tableware . . . Sensationally Low Priced

You will be proud to own or give this beautiful gift! Say good-bye to messy polishing and cleaning—because of mirror bright chrome plating over 18% solid nickel silver. Your own personal initial without extra charge. Please print plainly the initial wanted.

26-Piece Set. Complete service for 6 persons. Includes 6 tea spoons, 6 forks, 6 oval soup spoons, 6 knives (knives have stainless steel blades), LARGE salad fork, and LARGE salad spoon (worth 25c each). Ship. wt. 1 lbs. 9 oz.
9 N 1009—26-piece set . . . \$2.88

Catalog Number	Quant. Stock	Ship. Wt. Each	Seare Price Ea.	50 for
9 N 1004	Teaspoon	2 oz.	10c	\$4.75
9 N 1005	Fork	5 1/2	10c	4.75
9 N 1007	Soup spoon	4 1/2	10c	4.75
9 N 1008	F. spoon	5 oz.	10c	4.75
9 N 1006	Knife	6 oz.	13c	6.15

EVERY
INITIALED
WITHOUT
CHARGE



Save on Colored Handle Tableware

Cleaving out 803 sets of beautiful \$6.95 value tableware Factory made a night change in design and we bought the entire closetout. Heavy weight—durable—solid mirror polished stainless steel. Tarnish and rustproof. Bowls, blades and lines always brilliant without polishing. Set in one of every kind of color—except sent of a genuine, Green, Canary, or Blue. State color.

9 N 9880—74-piece Set. Service for six. 6 knives, 6 forks, 6 teaspoons & oval soup spoons. Shipping weight, 3 pounds. \$3.75

9 N 9881—12-piece Set. 6 knives and 6 forks. Shipping weight, 1 pound 8 ounces. \$1.85

You Save \$4.55 on This Combination Offer

Gift sensation of the year! Complete set of 5 professional dressmakers' shears including a genuine WISS pinking shear (more needed and used than any other shear, because it eliminates tedious hours of seam finishing and overcasting) and 4

STA-SHARP shears, all for the unbelievably low price of \$6.95. By purchasing the entire set you make the tremendous saving of \$4.55. With this set you can do every type of sewing, mending, etc., quickly and easily.

	Complete Set, including A, B, C, D, E	Ship. wt. 2 lbs.	\$6.95
(A) 9 N 9763	7 1/2-in. Dressmakers' Shear.	1 1/2	1.15
(B) 9 N 9765	7-in. Tailoring Shear.	1 1/2	1.00
(C) 9 N 9767	6-in. Eight Sewing Shear.	1 1/2	.79
(D) 9 N 9761	3 1/2-in. Embroidery Shear.	1 1/2	.89
(E) 9 N 9790	Genuine WISS Pinking Shear. Postpaid	2 oz.	4.95



3-Piece Carving Set

The first time a set like this has ever sold for less than \$1.89. We make an outstanding Christmas gift. Beautiful simulated horn handles. Imported Sheffield stainless steel knife blade, 8 inches long. Forged and tempered, ground to a keen, long lasting edge. Fork has a protecting guard. 8-inch sharpening steel. In attractive gift box. Shipping weight, 2 pounds.

9 N 9654—3-piece Set . . . \$1.89



Our Finest—Hollow Handles

Quality featured by the finest jewelry stores at \$6.50 or more. Beautiful pattern on hollow handles; double plated mirror bright chrome over nickel silver! Always bright, needs no polishing. Imported 8-in. forged stainless Sheffield steel blade ground to keen edge. Large stainless steel fork, improved guard. Fine sharpening steel. Gift box. Shipping weight, 2 lbs.

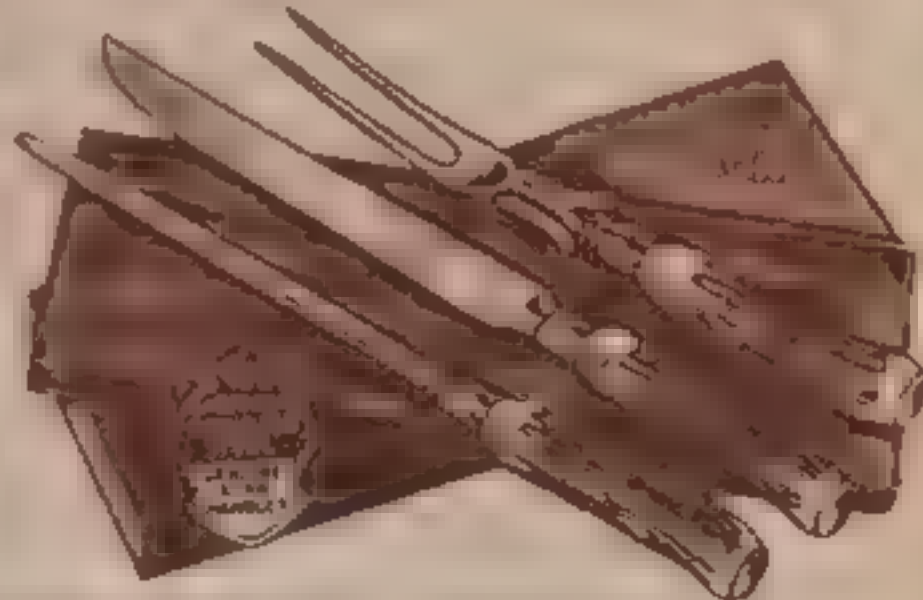
9 N 9655—3-pc. set . . . \$3.89
9 N 9656—2-pc. set. Fork and 6-in. knife only. Ship. wt. 1 lb 8 oz. \$1.95

Anywhere
Else You'd
Have to Pay

\$5.00

Special at

\$2.89



3-Piece Sheffield Blade Carving Set

The illustration can't possibly bring out the beauty and quality—so superbly is it designed and finished. Perfectly matched genuine deer stag handles. Rust-resisting chrome plated nickel silver ferrules. 8-in. blade made of famous Sheffield steel, ground to a super keen edge. Large fork with guard. 8-in. sharpening steel. Attractive gift box with rich cotton duvetyn lining.

9 N 9706
Shipping weight
2 pounds . . . \$2.89

◇ PAGE 21 CUTLERY

If Home's Her Hobby Give Her These!

For Christmas . . . Save on This Chrome Plated Sweeper!

\$2⁷⁹

A \$3.98 Value

- 1 Built-in comb cleans bristle brush automatically as you sweep!
 - 2 Rubber tired, ball bearing wheels run smoothly, quietly
 - 3 Trigger cleaning lever opens dust-tight, rubber sealed pans
- It's a beauty! The greatest sweeper yet on record! Handsome chrome plated body to keep room and shining. Stained and colored ends. Rubber bumper all around, genuine bristle brush.

11 N 02997—Shpg. wt., 7 lbs. \$3.98 Value



\$2.79



Our Gift to Good Cooks Everywhere! Best Made Cast Aluminum—Reduced!



The Buy of a Lifetime!

- Guaranteed not to turn black . . . easy to clean.
- Brightly polished outside . . . Sun-ray finished inside.
- Approximately 1/4-inch thick to give years of real service.

The spectacular value of an outstanding Sale . . . Sears own famous Bestmade cast aluminum—THE GIFT at Christmas time. Finest quality aluminum, designed and built for greatest efficiency. Excellent for waterless cooking with self-basting, flavor seal covers. Buy the complete set and save \$1.74 from individual piece prices.

- 11 N 03499—5-Pc. Set. Consists of one each of items below. Shpg. wt., 15 lbs. Cash Price. . . . **\$9.95**
 Easy Payment Price. \$2.00 down, \$2.00 monthly. . . . **\$11.00**
 11 N 3460—Open Skillet. 10 1/2-inch diameter. . . . **\$1.98**
 Shpg. wt., 2 lbs. 8 oz. . . .
 11 N 3450—Covered Saucepan. Cool, non-burn Bakelite knobs. Size wanted. . . .
 2-qt. capacity. Shpg. wt., 2 lbs. 12 oz. . . . **\$2.59**
 3-qt. capacity. Shpg. wt., 3 lbs. 4 oz. . . . **\$3.19**
 11 N 3465—Round Dutch Oven Roaster. With trivet. Cover also fits open skillet above. 5-quart size. Takes 6-pound roast, 4 1/2 inches deep, 10 1/2 inches diameter. Shipping weight. . . .
22 • SEARS, ROEBUCK AND CO. ♦ 5 pounds...\$3.98

Another Great Value!

SAVE OVER \$1.00

MAMMOTH HAMPER

- Mammoth Jumbo size.
- Height, 28 1/2 inches.
- Polished pyralin cover.
- Chrome trimmed handles
- Two swinging towel bars.

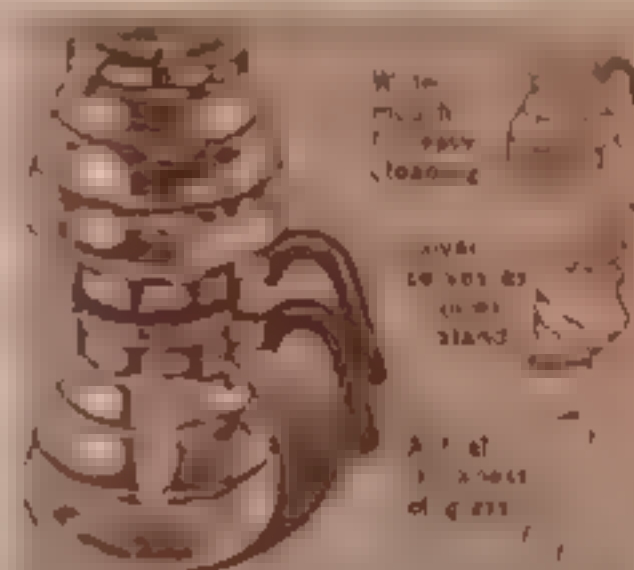
\$2⁸⁵

Worth \$3.98

A mammoth hamper with every quality feature at an exceptionally low price! Jumbo size, 12x20 1/2 x28 1/2 inches. Made of fine quality flat fiber with chrome plated trim on handles swinging towel bars, and handsomely polished pyralin cover with simulated mother of pearl design. State color: Green, Blue, Ivory, Orchid, Peach or White with Black.

11 N 01049—Shpg. wt., 14 lbs.

\$2.85



Glass Coffee Maker

- Finest quality
- Uses standard size filter cloth
- Bakelite handles on top and bottom.

\$1⁸⁹

Worth \$3.25

One of the best coffee makers any where for any amount of money! Yet Sears price is only HALF what others charge! Expertly designed sturdy made of hardened heatproof glass. Stainless steel cover fits both top and bottom. Smartly trimmed with platinum-colored bands and stainless steel fittings. Marked by cups. Cap., 8 cups. Instructions.

11 N 8048—Shpg. wt., 4 lbs. **\$1.89**

THE
JUICER
BARGAIN
OF ALL
TIMES!



Sears Own Juicer

- All moving parts fully enclosed
- Heavy aluminum strainer, fittings.
- Exclusive at Sears.

\$1⁸³

Worth \$2.49

Give more health to your family for Christmas with the Bestmade juicer sold exclusively by Sears! Presses strains out seeds and pulp all in one operation! Easy to clean and operate. Simply place halved fruit on strainer cone and spin down handle. Heavy cast metal with handsome, ivory-colored, baked-on enamel finish. Take advantage of this great sale value!

11 N 1923—Shpg. wt., 5 lbs. **\$1.83**

"KLEEN-AIR" Sprayer

REDUCED TO

\$24⁹⁵

Cash
Complete



- Buy on Easy Terms
- Guaranteed Diaphragm
- Ball Bearings Throughout
- Completely Tested
- Balanced Crankshaft
- Easier—Faster Painting.

Spray any material on tough at 1000 Pressure from 10 to 35 lbs. Equipped with handle, hose, gun and motor.

30 N 03233—Complete with 1/2 H.P. 110-120-volt, 60 cycle A.C. 1750 R.P.M. Heavy Duty Motor. Shpg. wt., 48 lbs. Cash. **\$24.86**

Master-Mixed 4-Hour Enamel Offer
 Try it today during this special offer! A 1/2-pint can and a 1 in. brush. Choice of Black, Cream, Ivory, Lettuce Green, Royal Blue, Vermilion or White. State color.
 30 N 2410—Shpg. wt., 15 oz. **23c**

See Our Big Catalog for More Bargains
 in Paints, Varnishes and Enamels

Gifts for the Home

Priced Especially Low

For Example "Gold Coast" Tumblers

72c

Set of 8 State size of Set 72c
Set of 12 1.08



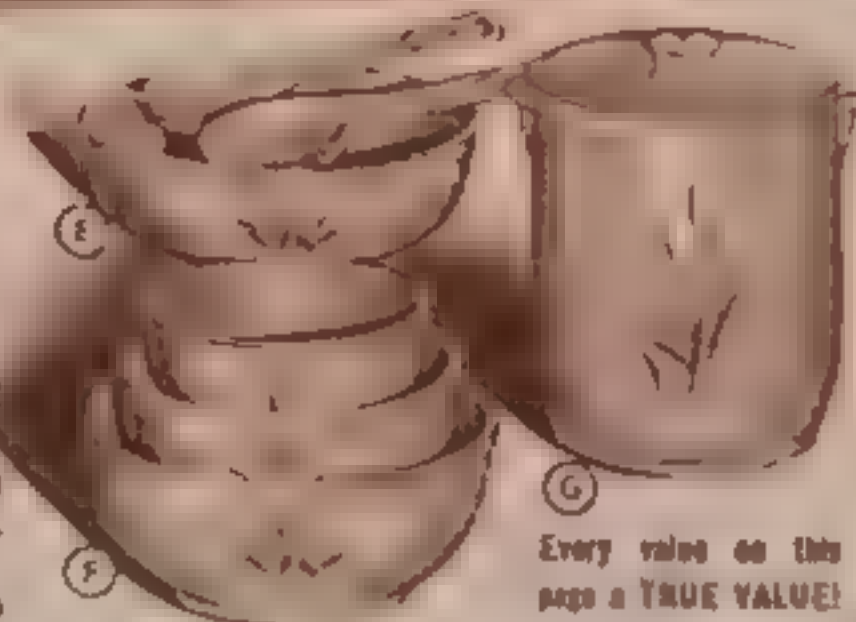
Guy "CAT-TAIL" Kitchenware

Reduced to help your holiday budget! Useful, decorative gifts of guaranteed oven proof semi-porcelain trimmed with pecky red and black cat tails. See big General Catalog for matching dinnerware and other kitchenware items.

Was 98c

85c

- 3-Pc. Salad Set, 9 1/2 in. diam. salad bowl, 72 oz. ent., 10 in. fork and spoon. 35N5147M—Shpg. wt., 3 lbs. 8 oz. Was 98c 85c
- 3-Pc. Bowl Set, Popular sizes: 6 1/4, 7 1/4 and 9-in. diam.; 24, 44 and 76 oz. caps. 35N5144M—Shpg. wt., 5 lbs. 4 oz. Was \$1.19 \$1.09
- NEW! ONE GALLON Cookie Jar, Large enough for the heartiest cookie-eating family 9 in. high. 35N5163M—Shpg. wt., 8 lbs. \$1.49 Value \$1.29



Every value on this page a TRUE VALUE!

Cut Glass Gifts . . . \$1.98 Values

So lovely . . . so low priced . . . You'll give them with pride and economy! Designed of hand-made glass—beautiful Capendish decoration in hand-cut in silvery effect on crystal hand-polished glass.

CHOICE 89c

- A Footed Console Bowl, 12 1/2 inches in diameter, 2 1/2 inches high. 35 N 01159—Shpg. wt. 5 lbs. 11 oz. 89c
- B Pair of Candlesticks, 6 1/2-in. high. 35 N 01158—Shpg. wt., 4 lbs. Was 99c Pair . . . 89c
- C 3-Compartment Relish Tray, 12 1/2-in. over all length. 35 N 01162—Shpg. wt., 4 lbs. Was 99c. 89c
- D Footed Cake Server, 12 inches in diameter, 3 1/2 inches high. 35 N 01161—Shpg. wt., 7 lbs. Was 99c. 89c



\$1.25
VALUE
89c



\$2.98
VALUE
\$1.98



\$1.25
VALUE
95c

9-Piece Cut Glass Beverage Set

Here's a gift for your favorite friends and for yourself that will be used over and over again. Every piece gracefully hand-cut in a silvery gray leaf and flower design that accents the lovely sparkle of the crystal glass. Set consists of: one ball jug with convenient ice lip, generous 80-oz. capacity, and eight attractively shaped 9-oz. tall tumblers. Buy today and be ready for holiday time!

35 N 01185—9-Pc. Water Set. Shpg. wt., 7 lbs. \$1.25 Value, Only . . . 89c

"BOUQUET" Hostess Set

The ideal choice of the particular hostess! Solves the entertainment problem! Set consists of: walnut finished wood tray, 12x20-in. size, with glass bottom and smart metal trimmed handles. Six sham bottom 9 oz. tumblers with assorted floral decorations in white, powder blue, orange, red, yellow and dark blue. One oblong and four square crystal glass relish dishes, and a wood cheese board.

35 N 01193—"BOUQUET" Hostess Set. Shpg. wt., 13 lbs. \$2.98 Value \$1.98

"SNOW-FROST" 7-Pc. Cocktail Set

An frosty and sparkling gift for the Christmas season itself—that's why SNOW-FROST is the cocktail set you need for your holiday water and egg yolk drink to give as a Christmas gift. Delicate tracery of glass in a white crystalline hand painting. Set consists of generous 24-oz. cocktail server with easy-to-use footed base, foot and chrome plated steel top and six 1 1/2-oz. footed cocktail glasses.

35 N 01191—7-Pc. "SNOW-FROST" Cocktail Set. Shpg. wt., 4 lbs. Set . . . 95c



\$1.50
VALUE
\$1.09



\$3.69
VALUE
\$2.89



\$1.39
VALUE
\$1.00

Chrome Plated Food Warmer . . . Server

Serve your hot breads, baked potatoes, pigging hot. Bowl with wide flanges and 12-oz. capacity. 10 1/2 in. diam. 10 1/2 in. deep. Matching cover with black Bakelite knob inside rack. \$1.50 Value.

11 N 8769—Shpg. wt., 4 lbs. 6 oz. \$1.09

5 1/2-Qt. Cast Aluminum Teakettle

A Christmas gift for you—a smoothly polished cast aluminum teakettle at rock bottom price! Built for fine dependant service and long hard wear! Cool handle, Bakelite knob, sliding cover, faucet full spout.

11 N 3490—Shipping weight 5 lbs. \$2.89

Crystal Glass Cake Server and Safe

A crystal glass cake server, 12 in. in diam. Chrome plated cover. Ht. 4 1/2 in. 10 in. diam. 11 N 08761—Shpg. wt. 5 lbs. 12 oz. \$1.00

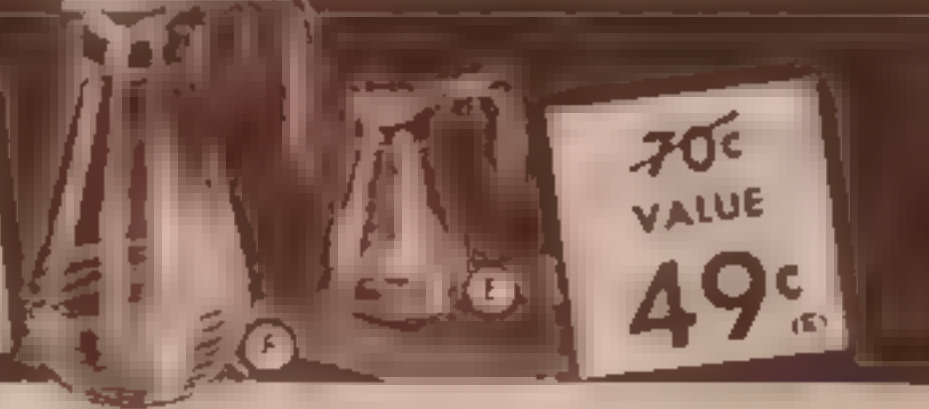
B Extra large size plate 14 in. diam. cover, 11 1/2 in. high with walnut knob. 11 N 08787—Shpg. wt. 6 lbs. 8 oz. \$1.29



\$1.50
VALUE
\$1.23



\$1.19
VALUE
94c



70c
VALUE
49c

Hand Painted Salad or Fruit Bowl

Gay robin and peach hand painted decoration on this extra deep 11 in. salad or fruit bowl! Made of smoothly finished hard maple with lacquered finish that resists acids. Firmly fastened ball feet are tip-resistant.

11 N 8781—Bowl Only Shpg. wt. 2 lbs. 8 oz. \$1.09

Salad bowl with maple fork and spoon. 11 N 8782—Shpg. wt. 2 lbs. 8 oz. 1.23

Priscilla Maple Nut Bowl

C N 1 bowls of waxed ruddy Priscilla maple just like maple furniture! 9 1/2 in. diam.; 3 in. deep. Center stand. Metal tipped wood mallet.

11 N 8783—Shpg. wt., 2 lbs. 4 oz. 94c

D Same as above with nickel plated nut cracker and picks. 11 N 8784—Shpg. wt., 2 lbs. 8 oz. \$1.09

Dripless Syrup and Batter Dispensers

Chrome plated trigger top with stainless steel sides, screw on and off. Red extra handles.

E 11 N 8786—11-oz. For syrup Shpg. wt. 15 oz. 49c

F 11 N 8785—48-oz. For batter Shpg. wt., 2 lbs. 89c

11 N 8789—Waffle and Pancake Set. One each of above. Shpg. wt., 3 lbs. 8 oz. \$1.29

PAGE 23 HOUSEWARES



Give Her Fine Furs

FOR CHRISTMAS... AT
MONEY-SAVER PRICES

Why Not Use Sears Easy Terms... Only
\$2 to \$3 Down for One of These Popular
Fur Jackets... For Details See Page A
Center of Book

Furs are shipped
from New York City.
Order and pay
postage from nearest
Mail Order House



White Coney Evening Jackets

\$14.98
Hooded

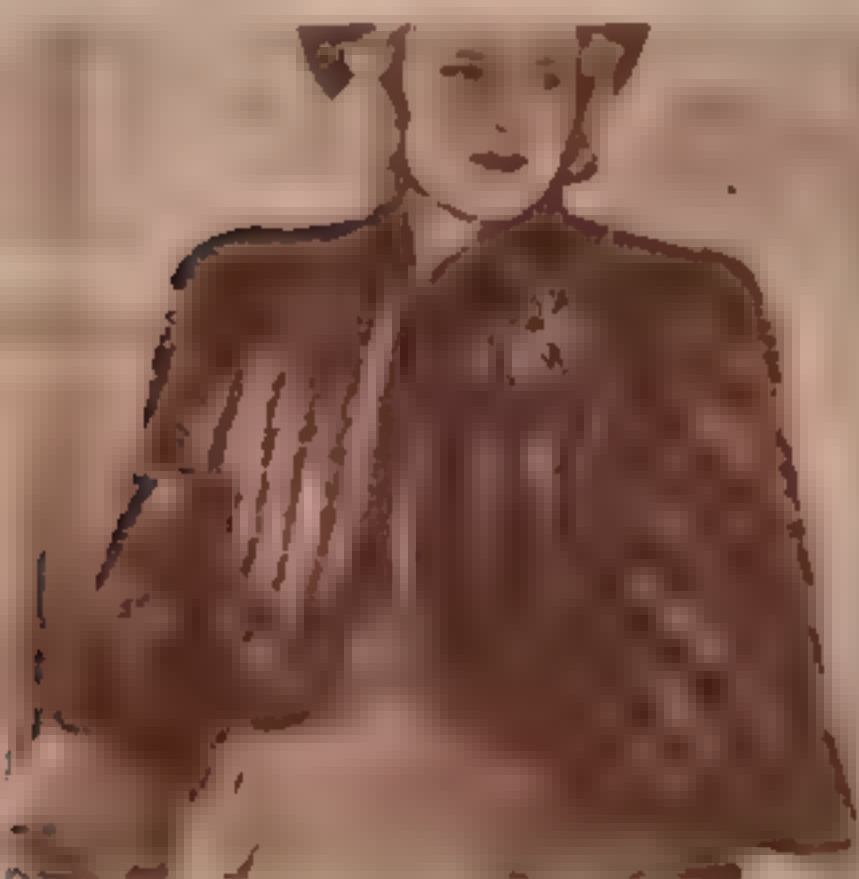
Ⓐ A thrilling luxury at a
very low price! Young
boxy jacket of deep-furred
white Coney—our good
quality. Charming Rayon

Velvet-lined hood frames your face, protects
your hair, or forms cowl collar in back. Jewel-
like clasp, concealed hook at neck. Bracelet-
length sleeves. Rayon Satin lining, guaranteed

two years' wear. Interlining Length, about 18 in. Misses' Size Range:
12, 14, 16, 18, 20 to fit bust 30, 32, 34, 36, 38 in. State size.

Ⓐ 17 N 7744—Shpg. wt., 2 lbs. 10 oz. **\$14.98**

Ⓑ 17 N 7745—Jacket Without Hood. Shpg. wt., 2 lbs. **\$10.98**



\$12.98
Each

Party young 16-in. jack-
et to wear over every-
thing. Our good quality,
shimmering Coney, dyed
and striped to resemble

precious sable. Concealed neck hook. Ray-
on Satin lining; interlined. Ornamental
flower included. Misses' Size Range: 12,
14, 16, 18, 20 to fit bust 30, 32, 34, 36,
38 in. State size. Shpg. wt., 2 lbs. 4 oz.
17 N 7749—Dark Brown **\$12.98**

\$16.98
Each

A fashion headliner—
the chubby long-haired
Alpine Lamb bolero!
Full skins exquisitely
put together with nar-

row bands of Rayon Grosgrain. Ruching
around neck. Chain clasp, concealed hooks.
Rayon Satin lining guaranteed for two
years' wear! About 17 in. long. Misses' Size
Range: 12, 14, 16, 18, 20 to fit bust 30, 32,
34, 36, 38 in. State size. Shpg. wt., 3 lbs.
17 N 7747—Blonde Wolf-dyed Lamb
17 N 7748—Blue Fox-dyed Lamb Each **\$16.98**

Stay-Skin Processed Swagger Guaranteed 1 Year Against Rips

\$29.98
Each

SMART—from its glitter-
chaaned cardigan neckline
to the gentle flare in back.
It's a spirited young swag-
ger no girl can resist. Our

good quality full-furred, lustrous Coney, dyed
to resemble handsome striped sable. Has ex-
cellently designed shoulders, full sleeves—
buttons trimly at waist. Pleated ruching at
neck protects fur. Armshields and windshield
cuffs are extra-value features! Fine quality
Rayon Satin lining, guaranteed 2 years. Warm-
ly interlined. Length, 36 in. Misses' Size Range:
12, 14, 16, 18, 20 to fit bust 30, 32, 34, 36, 38
in. State size. Shpg. wt., 5 lbs. 4 oz.

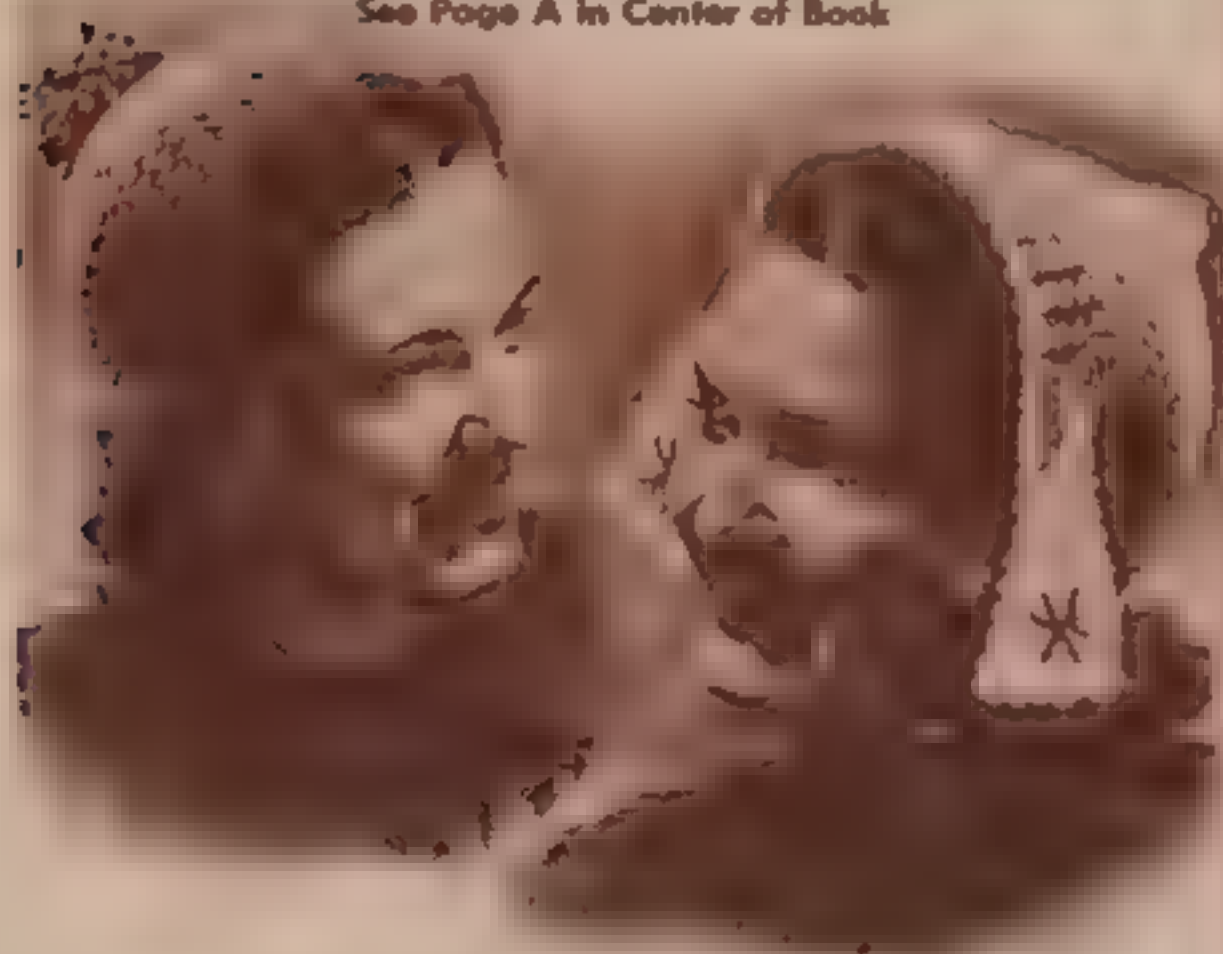
17 N 7746—Rich Dark Brown

\$29.98

Patriot Colors

Combine in American Sportswear
to Bring You a Colorful Christmas

Buy Them for Cash or on Easy Terms
See Page A in Center of Book



"GOD BLESS AMERICA HATS" Styled By Maude Strang Payne

Patriotic Beanie

100% Zephyr Wool
... flaunts true
Americanism in
every line. A style
dictate! Hand finished. Colors:
Red, White and Blue stripes also solid
Patriot Red with White and Blue top-knot,
White with Red and Blue top-knot, Patriot
Blue with Red and White top-knot, or Solid
Kelly Green. Fits up to 23 in
heads. State color. A style scoop
and a value scoop, too!
78 N 40—Shpg. wt., 8 oz. . . . 59c

59c

Pilgrim Parka

An original
Maude Strang
Payne design.
Cleverly fash-
ioned to flatter ... and knit
of 100% Zephyr Wool to
keep you warm. Hand em-
brodered and hand finished
Colors: White with Red and Blue em-
brodery—solid Patriot Red, Patriot Blue,
or Kelly Green. Fits up to 23 in
heads. State color wanted
78 N 45—Shpg. wt., 8 oz. . . . 98c

98c



Slipover, Warm Mitts and Tam-Beret

Fluffy 'threesome' \$ 50 value! 4. mo-
hair, combined with cotton for added strength.
Slender frame inside makes it a pompadour
beret—remove and you have a regular tam.
Colors: Kelly Green, Light Brown, Patriot Red or Royal Blue
Hat fits up to 23 in. Even Sweater Sizes 32 to 40
in. bust. State size and color
78 N 50—Shpg. wt., set, 1 lb. Set . . . \$1.98
78 N 51—Hat only. Shpg. wt., 8 oz. Each . . . 79c



Parkas and Parka Sets GIFTS for Young or Old!

Soft and Fluffy!

79c
Each
All wool
Parka with
light yarn
ornament
A practical gift for
sure to adore
much more expensive
Colors: White, Patriot Red,
Kelly Green, Med. Brown, Royal
Blue. Fits all head sizes. State
color wanted when order-
ing. Shipping weight,
each, 14 ounces
78 N 55 Each 79c

Kiddies' Parka Set

\$1.00
Set
2 of Melton,
batting Co.
ton and ray-
on Colors
Brown with Orange Kelly
Green, White Kelly Green w in
Red, Black White, Patriot Red
w in Kelly Green, Black White,
Royal Blue with Red, Navy Blue,
White. Fits up to 22 in
State color. Shpg. wt.
each, 10 oz. hood, 8 oz.
78 N 60 Parka, Mitts \$1.00
78 N 61 Parka only 69c

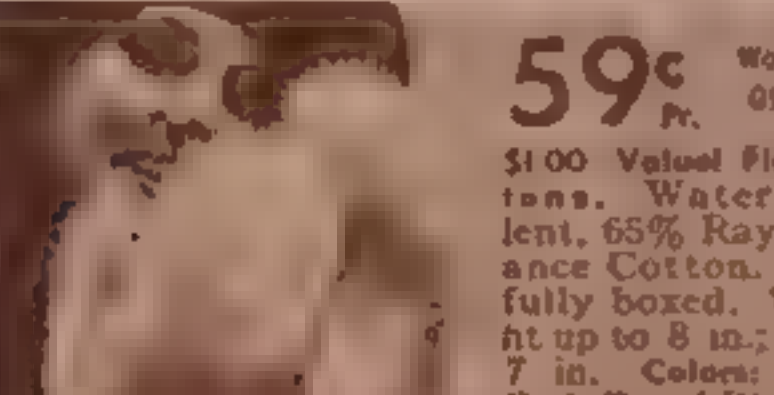
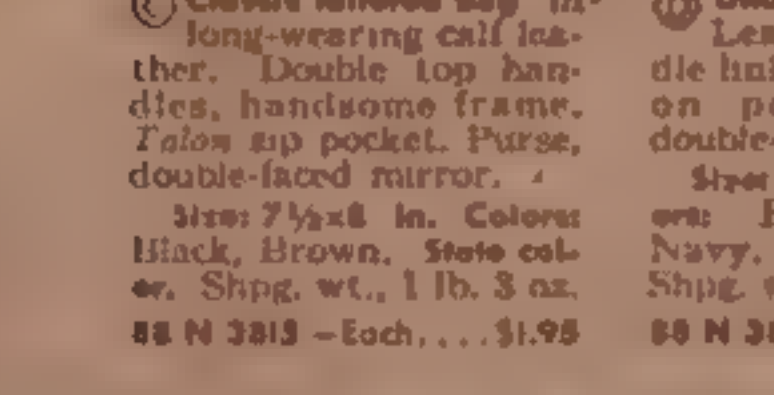
Pompadour Set

\$1.29
Set
Genuine new
PERCUNA
fabric of 90%
rayon and
cotton for like
to look and feel. Mitts
to match. Colors: Med
Brown, Kelly Green, Patriot
Red, Royal Blue or White. All
with white trim. Fits all
heads. State color. Shpg.
wt set 10 oz parka, 8 oz
78 N 65 Set \$1.29
78 N 66 Parka only 69c

Snowsprite Parka

79c
Each
The winter's
fashion set
Colors: White
Fits 1-8
hul frames. Set late
100 Melton 4 oz. col-
ton, 100 rayon. Colors
Med. Brown, Kelly Green,
Patriot Red, Royal Blue or
White. All with white trim. Fits
all heads. State
color. Are Markaute
"fluffy". Shpg. wt. 8 oz
78 N 70 Parka 79c

NOW! Handsome Gift Bags of Rich Calf Leather



(A)

Amazing
at Only

\$1.95
Each

Each in

You'd usually pay \$3.00 or more
for this quality leather!

(B)

(A) Dressy, soft draped style, new pan-
nier handle of calf; smart, strong
frame. Talon zip pocket, purse on cord,
double faced mirror. Size: 10x7 1/2 in.
Colors: Black, Brown, Navy. State color.
88 N 3814—Shpg. wt., 1 lb. 4 oz. . \$1.95

(B) New long underarm bag—the fine calf
slightly gathered into the frame gives
it a smart dressy effect. Strong clasp
closing. Talon zip pocket, purse on cord,
double-faced mirror. Size: 10 1/2 x 5 1/2 in.
Colors: Black, Brown. State color.
88 N 3813—Shpg. wt., 1 lb. 3 oz. . \$1.95

(C)

(C) Classic tailored bag in
long-wearing calf lea-
ther. Double top han-
dles, handsome frame.
Talon zip pocket. Purse,
double-faced mirror.

Size: 7 1/2 x 8 in. Colors:
Black, Brown. State col-
or. Shpg. wt., 1 lb. 3 oz.
88 N 3815—Each, . . . \$1.95

(D)

(D) Underarm envelope
Leather loop han-
dle linked to Talon zip
on pocket. Purse,
double-faced mirror.

Size: 7 1/2 x 9 1/4 in. Col-
ors: Black, Brown,
Navy. State color.
Shpg. wt., 1 lb. 4 oz.
88 N 3811—Each . \$1.95

(E)

(E) Swinger bag, Talon zip
closing. Rayon Fulle
handles. Handy glove
pocket, inside attached
purse, mirror Size: 7x10 in.

Colors: Black, Brown,
Navy. State color. Shpg-
ping weight, 15 ounces
88 N 3812—Each . . \$1.95

Personal Touch—Her Initials

Attached and recommended only on bags
88N3815 and 88N3811 shown above. Gold
color metal, 1 1/2 in. high. Print initials in order
wanted. Shpg. wt., ea., 2 oz.
88 N 3816—Each . . . 15c 3 for 43c



Generous size about 64 in.
square, including fringe

Warm Wool Jersey Shawl

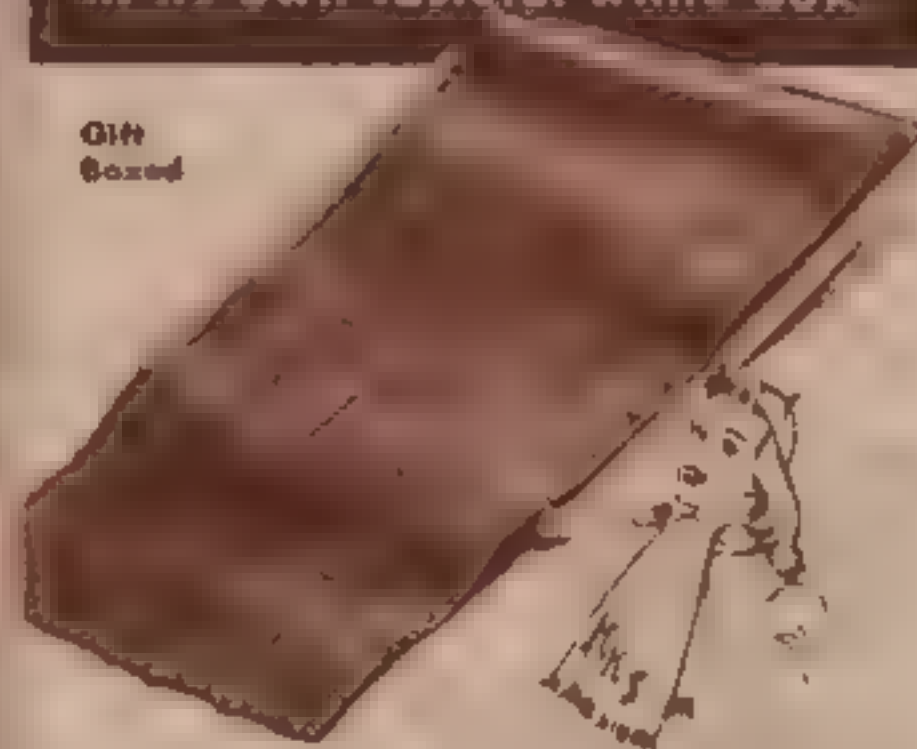
\$2.98

Gift Boxed

Charmade quality, fine and soft.
It's all Wool, right to the ends of
the knotted fringe! Colors: Black,
Copen Blue, White. State color.
88 N 4180—Shpg. wt., 1 lb. 7 oz. . \$2.98



Gift
Boxed



She'll Love This All-Wool Scarf

69c

Complete
With
Embroidered
Initials

Welcome gift with a personal touch,
remarkable value with a quality
look. Diagonal weave, fine, warm
sophyr Wool, with self fringe.
Comes with embroidered initials,
easy to press on. Size: About 12x
48 inches. Colors: White, Red, Royal
Blue. State color; print 2 or 3 initials
plainly. Shpg. wt., 7 oz.
88 N 4181—Scarf and initials 69c

59c
Pr.

Women's and
Girl's Size

\$1.00 Value! Fluffy Mili-
tons. Water-repel-
lent, 65% Rayon, 35
ance Cotton. Color
fully boxed. Women's
fit up to 8 in.; Girls' to
7 in. Colors: White,
Red, Royal Blue, Kelly
Green. State women's
or girls' size, color & pr.
wt., pair . . . 59c
88 N 8028—Pr. . . 59c

Ear Muffs

49c
Pr.

For Women
and Girls

Copy shawls lamb-
skin ear muffs and
headband. Color-
ful, warm, and
practical for out-
door wear. Ad-
justable to head
sizes up to 23 1/2 in.
Not boxed. Colors:
White, Blue, Red,
Green. State color
Shpg. wt., 3 oz.
88 N 8065—Pr., 49c

Leather Palm

\$1.00
Pr.

All Wool
Gloves

Warmth of knitted
wool, with long
wearing leather
palm. Fine for
driving. 10-inch
length. Not boxed.
Colors: Black or
Brown. Size:
6 1/2 to 7 1/2 in.
State size and color
Shipping weight,
each pair, 4 ounces
88 N 8025—Pr., \$1.00



Accessories
Available on
Easy Terms
See Page A,
Center of Book

Give Her a Truly Luxurious Gift! Fine Kid Gloves

\$1.79
Pr.

~~\$1.00~~
to
~~\$2.49~~
Values



Knit Glove-Scarf Set

2-Ply Extra-Soft Worsted **\$1.49**
Set

Warm, smart set in attractive fancy stitch. Gloves have snug ribbed wrists. Gloves, 10 1/4 inches long. Scarf, 8x48 in. Glove Sizes: 6, 7, 8 in. Colors: White, Royal Blue, Red. State glove size, color.
88 N 8031—Shpg. wt., 7 oz. Set \$1.49

Luxurious Bunny Fur

\$3.95 Set Complete **\$1.69** Pr. Mittens

Warm and flattering for day or evening, a gift she'll greet with joy! Hood lined with Rayon Satin, slide-ribbon fastening. Mittens Cotton Fleece lined. Colors: White. Sizes: Hood fits up to 23 in.; mittens, 6, 7, 8 in. State mitten size.
88 N 8009—Set. Shpg. wt., 14 oz. \$3.95
88 N 8029—Mittens. Shpg. wt., 7 oz. Pr. \$1.69



Gift
Boxed

Rare Values in Fine Kid—Hand Tailored!

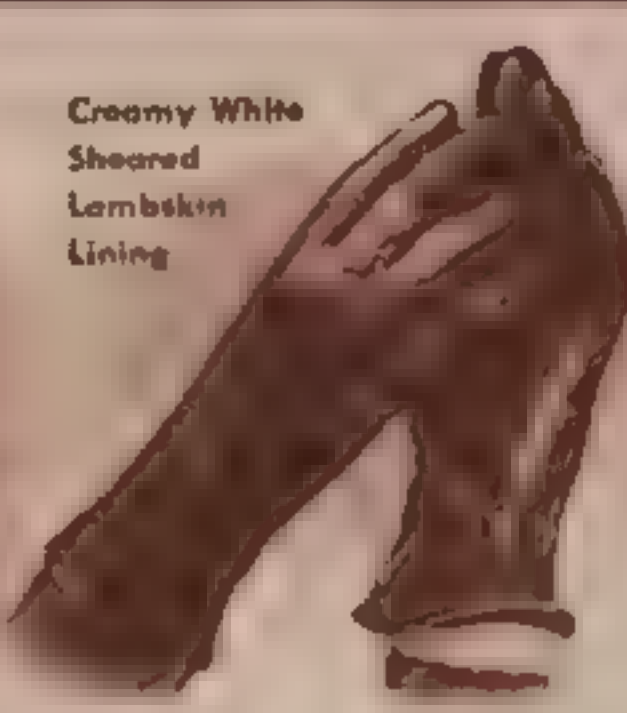
You save 19c to 70c a pair—they're gloves any woman will be proud to own! Luxurious imports, cut to fit, beautifully trimmed. We select for you from assorted novelty styles, made in pre-war Czechoslovakia, Belgium and France, by expert craftsmen. Colors: Black, Dark Brown, Navy, Wine. Sizes: 6, 6 1/2, 6 3/4, 6 7/8, 7, 7 1/4, 7 1/2, 7 3/4, 8 in. State size, color.
88 N 6090—Shpg. wt., pr., 6 oz. Pr. \$1.79



Zephyr Wool Square

Wear it over the head or around the neck with any outdoor costume. Generous size. Abt 27 in. square, incl self fringe. Soft, all wool zephyr, multi-color plaid.
88 N 4182—Shpg. wt., 8 oz. 49c

49c
Gift Boxed



Creamy White
Sheared
Lambskin
Lining

Warm Lambs' Fleece Lined

Wonderfully warm! Gloves of fine cape leather, with lining of creamy, sheared lambs' fleece on its own soft leather for double warmth. Length 10 in. Colors: Black, Brown. Sizes: 6, 6 1/2, 7, 7 1/2, 8, 8 1/2 in. State size, color.
88 N 8024—Shpg. wt. or 9 oz. Pair \$2.95

\$2.95
Pr. Gift Boxed



Imported French Kid!

Fine French kid makes these a gift de luxe, yet they are amazingly low priced! Finer sewing, hand tailoring, for better fit. Classic snap on style, always correct. Lgth. 11 1/4 in. Color: Black only. Quarter sizes: 6 to 7 1/2, also 8 in. State size.
88 N 6060—Shpg. wt. 5 oz. Pr. \$1.95

\$1.95
Pr. Gift Boxed



Give Kid Gloves

Clever stitching gives marvelous, flattering lines to these gloves. Hand tailored in pre-war Belgium or U.S.A. Colors: Black, Dark Brown, Red wine, Navy. Length 10 in. Quarter Sizes: 6 to 8 in. State size, color. Shipping weight 3 ounces.
88 N 6038—Pair \$1.95

\$1.95
Pr. Gift Boxed

Thrift Priced Wool!

49c
Pr.

Warm, 2-ply knitted Woolen gloves in bright colorful design. Snug ribbed wrist, roll cuff 10 in. long. Not boxed. Colors: Rust-brown, Green, Blue, Red. Sizes: 6, 7, 8 inches. State size, color. Shpg. wt., pr., 3 oz.
88 N 8001—Pr. \$1.49c



Lined Leather, Strap Wrist →

Rayon and Cotton Fleece Lined **\$1.00** Pr. Fur Lined **\$1.95** Pr.

Cape leather. Snug strap wrist for warmth, and convenience. Choice of 2 warm linings. Not boxed.

Colors: Black or Brown. Sizes: 6, 6 1/2, 7, 7 1/2, 8, 8 1/2 in. State size, color.

88 N 6039—Soft Rabbit Fur Lining, 9 1/4 in. long. Shpg. wt., pr., 6 oz. Pr. \$1.95

88 N 6032—Rayon and Cotton Fleece lining, 10 in. long. Shipping weight, pr., 4 oz. Pair \$1.00



Fur
Lined

▶ PAGE 27. GLOVES, ACCESSORIES

Another Great First for Sears!

NYLON

ROYAL PURPLE

STOCKINGS

NOW IN 4 DIFFERENT LEG LENGTHS

Proportioned for Every Foot Size
There's a Type and Size for You
Use Chart at Bottom of the Page

\$1.35
Pair **2** pairs **\$2.60**

Millions of American women are wearing Nylon stockings. In the opinion of everyone, they are the most beautiful, the sheerest, the longest wearing stockings of their weight ever produced. Famous for its many problems, it is now Nylon purple—the stockings that lead the field in low price and long wear, are among the best to wear. They are proportioned for every figure, short-slender, slender, average and tall-stout. Choose the proper leg type. Your stockings will look lovelier, wear longer.

Add this special feature to the many other features of Royal Purples—superior construction, unusual beauty, long wear. You'll agree that they're real values. Stockings of this fine quality sell for \$1.60 in other stores. Every woman should buy at least one pair to know the comfort and pleasure of wearing fitted Nylons! These new stockings are being featured in the season's favorite color, Joyous... a soft, light beige that will highlight any color combination. Check the specifications following your size in each chart below to find your correct length. Color Joyous—light beige, pair 2 or 2, 1/2 for

Sears Merchandise Certificates Make Ideal Gifts. See Page C in Center of Book.

SHORT-SLENDER

Sizes 8 1/2 to 10

8 1/2	Wt. 110 lbs. or less
	Ht. 5 ft. 2 in. or less
9	Wt. 112 lbs. or less
	Ht. 5 ft. 2 in. or less
9 1/2	Wt. 115 lbs. or less
	Ht. 5 ft. 3 in. or less
10	Wt. 118 lbs. or less
	Ht. 5 ft. 3 in. or less

86 N 810 State size
Pair \$1.35
2 Pairs 2.60

SLENDER

Sizes 8 1/2 to 10 1/2

8 1/2	Wt. 120 lbs. or less
	Ht. 5 ft. 2 in. or over
9	Wt. 125 lbs. or less
	Ht. 5 ft. 2 in. or over
9 1/2	Wt. 128 lbs. or less
	Ht. 5 ft. 3 in. or over
10	Wt. 130 lbs. or less
	Ht. 5 ft. 3 in. or over
10 1/2	Wt. 135 pounds
	Ht. 5 ft. 7 in. or less

86 N 811 State size
Pair \$1.35
2 Pairs 2.60

AVERAGE

Sizes 8 1/2 to 10 1/2

8 1/2	Wt. 125 lbs. or over
	Ht. 5 ft. 2 in. or over
9	Wt. 126 lbs. or over
	Ht. 5 ft. 2 in. or over
9 1/2	Wt. 129-150 lbs. Ht. 5 ft. 3 in. to 5 ft. 7 in.
10	Wt. 131-160 lbs. Ht. 5 ft. 3 in. to 5 ft. 7 in.
10 1/2	Wt. 136-165 lbs. Ht. 5 ft. 7 in. or less

86 N 812 State size
Pair \$1.35
2 pairs 2.60

TALL-STOUT

Sizes 9 1/2 to 11

9 1/2	Wt. 150 lbs. or over
	Ht. 5 ft. 7 in. or over
10	Wt. 160 lbs. or over
	Ht. 5 ft. 7 in. or over
10 1/2	Wt. 165 lbs. or over
	Ht. 5 ft. 7 in. or over
11	Wt. 170 lbs. or over
	Ht. 5 ft. 7 in. or over

86 N 813—State size
Pair \$1.35
2 pairs 2.60

For a Christmas She'll Long Remember

ROYAL PURPLE

Carefree

The Most Popular Stockings

In the Royal Purple Family

79^c Pair 3 pairs \$2.28

It's their beauty, the way they fit, the way they wear, that makes Carefree the perfect solution to your gift problems! They're actually \$1.15 quality—you can SAVE and still give lovely stockings. Carefree's new finish has made them even more resistant to snags and runs, to color fading. Full fashioned, Ringfree silk stockings, extra fine gauge, French heels, sandal soles. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Be sure the color you want is listed in style that you order.

2-THREAD GRENADINE CREPE—All silk reinforced top, toe, sole, heels. Picot run stops. Colors: Skintone, Joyous, Versatile, Holiday, Roselite, Townwear. Shipping weight, pair 2 ounces, 3 pairs, 5 ounces. 86 N 752—Pair . . . 79c 3 pairs \$2.28

3-THREAD GRENADINE CREPE—Sheer yet sturdy. Colors, shipping weight, same as 2-thread Grenadine crepe.

86 N 645—Pair . . . 79c 3 pairs \$2.28

4½-THREAD GRENADINE CREPE—Most beautiful of its weight. Reinforced over-cotton soles, heels, cotton toes. Silk over-cotton soles, heels. State size, color. Colors: Skintone, Joyous, Versatile, Holiday, Roselite, Townwear. Shipping weight, pair, 3 oz.; 3 pairs, 7 oz.

86 N 710—Pair . . . 79c 3 pairs \$2.28

7-THREAD SERVICE—Heaviest, longest wearing. Silk over cotton heels, toes and soles. Mercerized cotton tops. State size and color. Shpg. wt., pr., 3 oz.; 3 prs., 7 oz. Colors: Versatile, Holiday, Townwear, Gunmetal.

86 N 535—Pair . . . 79c 3 pairs \$2.28

ROYAL PURPLE COLORS

Skintone . . . Our lightest tan beige
Joyous . . . Light tan beige

Versatile . . . Medium tan beige
Holiday . . . Deeper tan beige (rose cast)

Roselite . . . Medium Rose beige
Townwear . . . Medium neutral beige (taupe)

Gunmetal . . . A deeper gray taupe

All colors not offered in all styles. Be sure the color you want is listed in the style you are ordering.

Runproof

Lace Mesh

89^c Pair 3 pairs \$2.57

One of the finest of all Runproof stockings! She'll bless you a thousand times for the wisdom of your selection if you choose Royal Purple Runproofs. The most practical of all chifons, they're knit in a tiny mesh stitch that's actually RUNPROOF! They look like other chifons when they're being worn. Considering Royal Purple Runproofs by price and the length of service, you'll find that they're actually inexpensive. True to the quality standards of all Royal Purple stockings, they're Ringfree, fine gauge knit and have a rich dull appearance. Fine seam, French heels, picot tops. Full fashioned. Silk tops, soles. Silk over-cotton heels, toes.

Colors: Versatile, Holiday, Roselite, Townwear. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt., pr., 2 oz.; 3 prs., 5 oz.

86 N 452—Pair . . . 89c 3 pairs \$2.57

\$1.29 Pair 3 pairs \$3.75

Beautiful Royal Purple lace stockings—a compliment to feminine loveliness! Buy several pairs for her and be assured that THIS Christmas gift will really be appreciated. For daytime or evening occasions, she'll praise their long wear. Fine silken threads form an intricate cob-web pattern of breath-taking beauty, yet for all their sheerness, they're very practical. THAT'S the beauty of these lovely lace mesh stockings—many women find that they cost less than cheaper stockings because they wear so well. You'll be giving her \$1.55 quality stockings when you give these! Dainty tailored tops, silk reinforced feet. Sandal soles.

Colors: Joyous, Roselite, Black. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

86 N 870—Pair . . . \$1.29 3 pairs \$3.75

Free Action

Two-Way Stretch Lastex Lace
in Tops Cuts Down Runs in
These Sheer Chiffon Stockings

These lovely silk sheers are the answer to many stocking problems—and to your Christmas gift problems, too! The hazards of xmas stocking stretching are eliminated because there's no insert of latex in the top which allows extra stretch both ways. Whether tall, short, or medium, they adjust easily to the length required. Seams stay neat and smooth. French heels, sandal soles.

Colors: Skintone, Joyous, Versatile, Holiday. Sizes: 8½, 9, 9½, 10, 10½. State size, color. See Color Descriptions on preceding page. Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

79¢ Pair 3 pairs \$2.28

FULL FASHIONED

Extra fine gauge with all the features that identify them as genuine Royal Purple! 3-thread weight. Clear Ringfree pure silk with all silk reinforcements.

86 N 850—Pr 79¢ 3 prs. \$2.28

49¢ Pair 3 pairs \$1.40

NOT FULL FASHIONED

They're 3 threads—just the right weight for all day wear. Fine gauge knit. Cotton heels, toes. They'll make a perfect gift for every woman who likes a bargain.

86 N 656—Pr 49¢ 3 prs. \$1.40

Give Royal Purple Wonder Values

That's "Merry Christmas"
The Practical Way

Silk Stockings May Be
ORDERED WITH
Your Easy Payment
Gift Order.
See Page A,
Center of Book

Really Ringfree

GIVE Her
SILK STOCKINGS
FOR CHRISTMAS

Worth at Least 49¢

39¢ Pair 3 pairs \$1.10

Christmas Stockings for the Budget Shopper

It's hard to believe that silk stockings costing so little could be so lovely and wear so long. That's because they're extra fine gauge knit to make them beautiful, long wearing, trim fitting. Knit on 3-carrier machines to assure a clear ringfree texture. Seam effect back. French heels, sandal soles. Tailored pivot tops.

3-THREAD CREPE

Sheer, long wearing stockings. Silk tops. Cotton toes, heels. Colors: Skintone, Joyous, Versatile, Holiday. Roselite Town wear. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt. pair, 2 oz.; 3 pairs, 5 oz. 86 N 660—Pair 39¢ 3 pairs.....\$1.10

MEDIUM SERVICE WEIGHT

A long wearing sturdy stocking. Mercerized cotton tops, heels, toes. Colors: Versatile, Holiday. Townwear. Sizes: 8½, 9, 9½, 10, 10½. State size and color. Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces. 86 N 440—Pair 39¢ 3 pairs.....\$1.10

59¢ Pair 3 pairs \$1.69

Choice of Three Popular Thread Weights

A splendid opportunity to give lovely silk stockings—the kind every woman appreciates, and they're so inexpensive you'll want several pairs! They have a high twist but smooth finish that makes them resist snags and catches. Full fashioned, Ringfree, water spotproof. Pivot tops, garter runsteps. French heels, sandal soles. Sizes: 8½, 9, 9½, 10, 10½. State size and color.

3-THREAD

They look like 3 threads, but wear like 1 thread. Silk over cotton soles, toes. Colors: Holiday, Joyous, Roselite. Townwear, Versatile. Shpg. wt., pr., 2 oz.; 3 prs., 5 oz. 86 N 620—Pair 59¢ 3 prs. \$1.69

5-THREAD

Service chiffons. Silk over-cotton heels, toes, soles. Stretchy tops. Colors: Holiday, Joyous, Roselite. Skintone, Townwear, Versatile, White. Shpg. wt., 3 oz.; 3 prs., 7 oz. 86 N 630—Pair 59¢ 3 prs. \$1.69

SERVICE WEIGHT

Heavy, long wearing. Cotton stretch tops, toes, heels, soles. Colors: Gunmetal, Holiday, Townwear, Versatile, White. Shpg. wt., pair, 3 ounces; 3 pairs, 7 ounces. 86 N 540—Pair 59¢ 3 prs. \$1.69

It's a Warm Christmas in Silk and Wool Stockings

That "Extra Nice" Quality You Want in a Gift

80% Wool, 20% Silk

67¢ Pr. 3 prs. \$1.95

These are warm because they're 80% wool—smart because the 20% silk is knit on the outside (3 threads of silk over 1 of wool). Fine gauge knit of soft fine wool. Reinforced soles, 4-thread mercerized cotton heels, toes, inner tops, French heels.

Colors: Vagabond Tan, NuBrown, Townwear, Gunmetal, Black. Sizes: 8½, 9, 9½, 10, 10½. ~~State~~ State size, color. Shpg. wt., pair, 4 oz.; 3 pairs, 12 oz.

86N2570—Pair 67¢ 3 pairs \$1.95

Full Fashioned

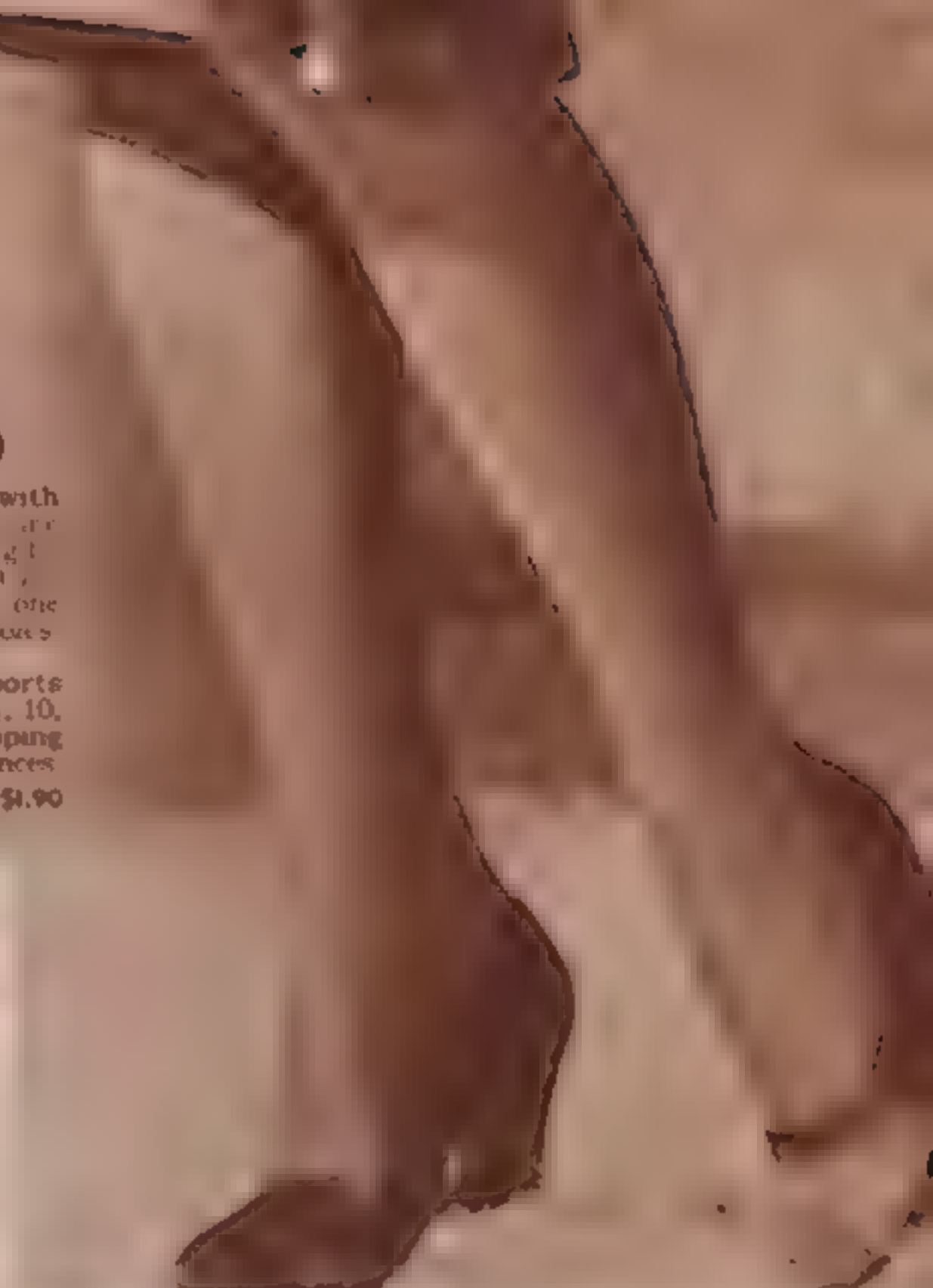
97¢ Pr. 2 prs. \$1.90

If she likes to combine warmth with smart appearance, these extra nice stockings will make an ideal gift.

They're full fashioned for perfect fit—are one half Australian wool, one half silk. French heels double soles. Reinforced heels and toes.

Colors: Dark Beige, Gunmetal, Sports Tan, Maple Brown. Sizes: 9, 9½, 10, 10½. State size and color. Shipping weight pair 4 ounces; 2 pairs, 6 ounces.

86N2554—Pair 97¢ 2 pairs \$1.90



① New Wide Rib

It's feet first in Fashion **25¢** Pr. this Christmas—3 prs. 73¢ and Sears Campus Socks lead the parade! These new "English type" to-the-knee socks are wide ribbed knit of mercerized cotton. Lastex in the tops.

Colors: Brown, Cadet Blue, Green, Red. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shipping weight, pair, 4 oz.; 3 pairs, 10 oz.

86N2828—Pair...25¢ 3 pairs 73¢

② Soft Wool

They're tops in style—**49¢** Pr. warmth, 2 prs. 95¢ too! Our finest Campus Socks in soft ribbed wool. Lastex in band that hugs securely just below the knee to keep them firmly in place. Cotton reinforced heels and toes. A perfect gift!

Colors: Green, Navy Blue, Red. Sizes: 9, 10, 11. State size, color. Shipping weight, pair, 4 oz.; 2 pairs, 7 oz.

86N2833—Pair...49¢ 2 pairs 95¢

③ Novelty Knit

Self-color fancy new pattern with straight **48¢** Pr. tops that come just to the knee. Ideal gift for the style-minded miss! Mercerized cotton, copies of higher priced imports. Lastex band at top. Order a pair of each!

Colors: Beige Tan, Green, Navy Blue, Red. Sizes: 9, 9½, 10, 10½, 11. State size, color. Shipping weight, pair, 4 oz.; 2 pairs, 7 oz.

86N2832—Pair...48¢ 2 pairs 92¢



Wide "Picket" Rib

These new wide "picket" ribbed anklets are knit from finest mer- **25¢** Pr. 3 prs. 70¢

Colors: Brown, Dark Green, Dusty Pink, Navy Blue, Red. Sizes: 8½, 9, 9½, 10, 10½, 11. State size and color. Shpg. wt., pair, 3 oz.; 3 pairs, 7 oz.

86N2523—Pr. 25¢ 3 prs. 70¢

Mercerized Lisle

Smart looking, long wearing! 6-Ply heels, toes, double soles **25¢** Pr. 4 prs. 95¢ Lastex in tops.

Colors: Moss Green, Rust, White, Dark Blue, Dusty Pink. Sizes: 7, 7½, 8, 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt., pair, 2 oz.; 4 pairs, 7 oz.

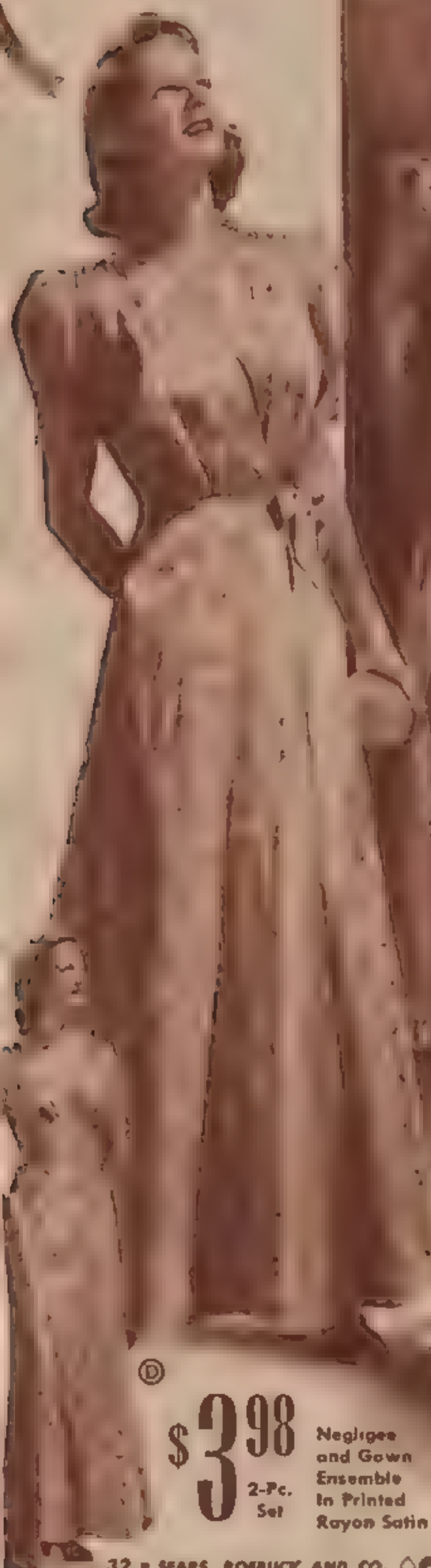
86N2510—Pr. 25¢ 4 prs. 95¢

◇ PAGE 31 STOCKINGS

GIFT BOXED!
All These Items
Pretty Packed
in a Gift Box
All Ready to
Be Wrapped

Luxurious Nightwear for Gifts

Luxurious, Yes...but NOT Expensive!



④
\$3.98

2-Pc.
Set

Negligee
and Gown
Ensemble
in Printed
Rayon Satin



③
Rayon and
Silk Satin
\$2.98

②
Puckerette
Bodice
\$1.98

①
Printed
Rayon Crepe
\$1.98

All Descriptions Are
on the Opposite Page

Here's a Real Bargain
Beauty in Rayon Satin

⑤ **\$1.00**

She'll Love Comfies Like These!

Descriptions of Items Shown on Opposite Page

Ⓐ Jitterbug Pajamas

First on the "Hit Parade"! Popular for their young tailored details... and easy, full, comfortable cut! You'll like the better quality Rayon Crepe print in these smart deep tones—ideal for traveling or dormitory! Boxy jacket has yoke back and front; handy big pockets. Dainty cord piping. Full cut trousers have elastic at back.

Even Sizes: 30 to 40-inch bust
State size. Shipping weight, 1 lb.
29 N 1300—Deep Blue Print.
29 N 1301—Wine Print. Eo., \$1.98

Ⓑ Puckerette Bodice

Brand NEW, and a ravishingly beautiful gown! Notice the new puckerette bodice, how flattering it is... lavish with fine Alençon-type cotton lace. There's extra value and beauty in the rich better quality Rayon Satin that sweeps to a full 55-inch length. Tie-back sash.

Even Sizes: 34 to 40-in. bust.
State size. Shipping weight, 11 oz.
29 N 1254—Tealrose
29 N 1255—Blue Each \$1.98

Ⓒ Grecian Style Gown

Our finest gown... one she'll treasure for the beauty of the better quality Rayon and Silk Satin... and for its extra-long 56-in. length! Dainty Rayon Satin ribbon in "criss-cross" effect at bust. Gorgeous cotton lace trim at new sweetheart neck; lace ruffle around full swirling bottom. Tie-back sash.

Even Sizes: 34 to 40-inch bust.
State size. Shipping weight, 12 oz.
29 N 1265—Tealrose
29 N 1266—Blue.... Each \$2.98

Ⓓ Negligee Ensemble

Clever double duty ensemble in dainty printed better quality Rayon Satin. Wrap-around coat ties at side, has wide sweeping skirt, can be worn separately. It is full 56 in. long, makes an adorable hostess coat! Slim waisted mid-riff gown has shirred shoulders; tie-back sash. Length, 55 inches.

Even Sizes: 30 to 40-in. bust.
State size, Shpg. wt., 1 lb. 5 oz.
29 N 1262—Tealrose Print
29 N 1263—Blue Print... Set \$3.98

Ⓔ Stunning V-Neck Gown of Rayon Satin and Lace

Bargain priced... but by no means bargain quality! You'd pay at least \$1.39 in most city shops for this stunning gown! Made of sleek Rayon Satin with lots of lovely fern cotton lace on the V-neck bodice... dainty finish all around arms and at V-neck. You'll love the graceful bias cut, with shirred front waistline—so slenderizing so flattering to the figure! Narrow tie back sash. Length, 53 inches. She'll thank you for this adorable gift!

Even Sizes: 34 to 40-in. bust. State size.
Shipping weight, 10 ounces
29 N 1252—Tealrose
29 N 1253—Blue Each \$1.00



Embroidered! Lacy!

Regular \$1.29
value! Dainty
bed jacket in
our better qual-
ity Rayon Satin. Fine Schiff-
li embroidery on front
lace all around neck, hell
sleeves and bottom. Rayon
Satin ribbon tie. Gift boxed!

Even Sizes: 34 to 44 inch
bust. State size. Shipping
weight, 9 ounces.
29 N 1267—Tealrose
29 N 1268—Blue

\$1.00

Quilted Rayon Satin

Lot of warmth
in this hand-
some Rayon
Satin bed j-
acket! All over quilted... with
printed yoke—sleeves and front,
topped by a "little girl" col-
lar. Smart puff shoulders.
Cotton lining. Gift boxed.

Even Sizes: 34 to 40-inch
bust. State size. Shipping
weight, 1 pound 5 ounces
29 N 1269—Tealrose
29 N 1270—Blue

\$1.98

Wool Bed Jacket

Comfy All-
Wool Zephyr
in a richly
knit pattern.
Skillfully knit border on
bottom and sleeves pre-
vents wiggling. Three big
Rayon Satin Ribbon ties.
A lovely gift! Boxed.

Even Sizes: 34 to 44-inch
bust. State size. Shipping
weight, 11 ounces
29 N 8044—Light Orchid
29 N 8045—Tealrose

\$1.98

SEE OUR BIG CATALOG FOR THOUSANDS OF OTHER IDEAL GIFTS

Remember too, Merchandise
Certificates—More Ideal Gifts!
—See Page C in Center of
Book.



Also
Stout
Sizes

"Cozies" for Comfort!

Grand for chilly
nights! Buries
or soft warm
All Wool Ze-
phyr, topped with a crochet
edge of lacy Angora. Draw-
string ties with cute pom-
poms for snug fit. A welcome
gift for anyone!

One Size Only. Shipping
weight, pair, 5 ounces
29 N 8066—Tealrose
29 N 8065—Orchid

94¢
Pair

Knit Shoulderette

An ideal gift!
Warm All Wool
Zephyr. De-
lightfully soft,
la-cring! Shpg. wt., ea. box

Regular Size: one size to fit
34 to 44 inch bust
29 N 8046—Tealrose
29 N 8047—Orchid
29 N 8048—Pale Blue \$1.00
Stout Size: one size to fit 46
to 54 inch bust.
29 N 8049—Orchid \$1.39

\$1.00
Reg.
Size

Angora Trim

Gift boxed!
There's com-
fort and beau-
ty in this
lovely shoulderette! Knit
of fine Wool Zephyr and
Rayon. Angora hand cro-
chet edge. Rayon Satin
Ribbon tie. One size to fit
34 to 44 inch bust. Ship-
ping wt., 10 ounces
29 N 8050—Copen Blue
29 N 8051—Tealrose

\$1.39

Shop Early, Pay Later

GIFTS FOR ALL AVAILABLE ON SEARS EASY
TERMS SEE PAGE A IN CENTER OF BOOK

◇ PAGE 33. ... NIGHTWEAR



First Time
at this
Low Price

\$1.00

New! Straight Cut RAYON SATIN SLIP

Elastic Side Inserts
Woven With the New

MIRACLE *Laton* YARN

- Gives Smooth Glove-Like Fit
- Absorbs Pull and Strain
- Won't Ride Up or Twist
- Withstands Repeated Washings

There's every perfect fit feature in the dream of a slip! Designed to hug the figure with a sleek smoothness that won't show a wrinkle under your slimmest dress. Superbly comfortable, too—the side inserts woven with elastic *Laton* yarn, give with your every move. There's no seam a side, it's straight cut from top to hem—so it won't twist, it won't bunch, and it won't ride up! Beautifully fitted bust hemstitch trim at neck. Extra strong covered non-rip seams that will hold for the life of the garment. Adjustable shoulder straps. Made of our better quality Rayon Satin, it's a miracle of time and comfort.

Even Sizes: 32 to 44-inch bust. State size. Length, 42 inches. Shipping weight, 9 ounces.

29 N 3802 Tealrose \$1.00



Every Slip Nicely
Boxed... Makes
A Perfect Gift!

Lavishly Trimmed Rayon Satin Slips Specially Designed for Ideal Gifts

- Our Best Quality
- Fine Imported Laces
- Finest Workmanship
- Non-Rip Seams

\$1.98
Each

This exquisite slip has both dainty embroidery and deep shaped cotton lace on bodice and a wide swirling lace ruffle at the bottom. You'll love the luxury feel of the rich and shimmering multi-blend Rayon Satin—it's our finest quality. Popular 4-gorge style straight cut at sides so it won't twist or ride up. Rip-proof seams. Wide adjustable Rayon Satin ribbon straps. Makes lovely gift.

Even Sizes: 32 to 44-inch bust. State size. Length, 42 in. Slip wt., 9 oz.

29 N 3804 Tealrose \$1.98

The most expensive looking slip we've seen at this price! There's beauty in every inch of the fine, softer multi-blend Rayon Satin lavishly trimmed with fine V-a type cotton lace. Bodice has Silk George tea insert with Rayon Satin ribbon and dainty lace at around top. Flattering bounce of lace and Silk George tea bottom. Rip-proof lace straps. True bias cut.

Even Sizes: 32 to 40-inch bust. State size. Length, 42 in. Slip wt., 9 oz.

29 N 3803 Tealrose \$1.98

Sleek Fitting Midriff Style

Shimmering
Rayon
and
Silk Satin

\$1.49

An absolute must for your sophisticated frocks! It's the new midriff style with bias bands under the bust that seek the slip smoothly to your figure. Made of rich good quality Rayon and Silk Satin beautifully juxtaposed with Rayon Satin ribbon drawn through. Dainty narrow lace ruffle around the bottom. Adjustable straps. Non-rip seams.

Even Sizes: 32 to 41-inch bust. State size. Length, 42 inches. Shipping weight, 8 ounces.

29 N 3805 Tealrose \$1.49

For Other Stunning Slips, See Sears Big Catalog

for Christmas Gifts

Shop Early . . . Pay Later!

For Easy Terms, See Page A, Center of Book

What Christmas Thrills
They'll Get From These
DRESS 'N' DOLLY SETS!

ONLY
\$1.00
Each
Set

The Gift Box Has
a Cellophane
Window!



If you have a little lady of 1 to 6 in your home, treat her something she'll love for Christmas! A perky dress of fine 80 square Percale—with a cunning rag doll of the same material. You'd call them bargain at twice the price! Shipping weight, each set, 1 pound 3 ounces.

Set for 1 to 3's

Up to the minute checked Percale dress—with sweetening swing skirt, neck rick and charming dolly. Matching rag doll.

Sizes: 1, 2, 3. State size.
29 N 5377—Red Check
29 N 5378—Blue Check . . . **\$1.00**

Set for 3 to 6's

Dress of striped Percale with sweetening hood or patchy bow. Gay swing skirt has charming bag pockets and great! Matching set.

Sizes: 4, 5, 6. State size.
29 N 5978—Copen Blue
29 N 5979—Dusty Pink . . . **\$1.00**

Cozy Bathrobes
for 2 to 6's

With Attached
Hood and
Matching Slippers **\$1.59**
Set

(A) Hooded robe and slippers of warm double fleeced Beacon Cotton Blanket Cloth—with cord sash and pocket. Smart cording trim edges hood, cuffs and pocket.

Sizes: 2, 4, 6. State size. Shipping weight, set, 1 lb. 1 oz.

29 N 3284—Blue
29 N 3285—Deep ~~Blue~~

Good Quality
Bargain
Priced **89c**

(B) Low priced Robe of Cotton Blanket Cloth. Tailored so it's right for boys or girls. True double breasted style with notched lapels, cord sash, pocket. Warm and comfy.

Sizes: 2, 4, 6. State size. Shipping weight, 15 ounces.

29 N 3282—~~Blue~~
29 N 3283—Blue



These Pajamas and
Undies Neatly Boxed
All Ready to Wrap

Rayon Satin
Pajamas

Sizes **\$1.29**
6-14

Any school girl will be pleased-as-punch to own these "smoothies"! Cute pajamas in our good quality Rayon Satin.

Slipover top has contrasting piping on collar and front...perky butterfly sleeves. Full-cut trousers have elastic at back. Strongly sewn.

Sizes: 6, 8, 10, 12, 14
State size, 3 1/2" wt., 1 lb. 11 oz.
29 N 2406—Tealrose
29 N 2407—Blue

Rayon Satin
Slip 'n' Panty

Sizes **89c**
4 to 14

Tremendous bargain! Think of a Rayon Satin slip and panty set in our good quality for only 89c! The slip has dainty hemstitching at neck and arms. Flounce bottom is lace-edged. Fancy flat-fit elastic top bloomerettes are lace trimmed, too!

A grand gift!

Sizes: 4, 6, 8, 10, 12, 14
State size. Shipping weight, set, 8 ounces.
29 N 2002—Tealrose



Like Mother's!
Beautifully Quilted
Rayon Satin
Housecoat

For **\$1.98**
2 to 6's

Utterly wonderful! Quilted full-even housecoat of gleaming Rayon Satin in a dainty, elegant. Padded, for warmth with soft Cotton Comforter with a three quarter egg manager. Extra generous. Truly at bottom. Long sleeves, self tie sash.

Sizes: 2, 4, 6.
State size, 3 1/2" wt., 1 lb. 4 oz.
29 N 3233
Light Blue
29 N 3234
Light Pink



WOMEN'S GENUINE



Red, Blue
or Black
Kidskin

\$1.98
Pair

67¢
Pair

How to Order Slippers
Order your slippers on about 10

\$198

67c

Order same size as shoe in metatarsus. If slipper wanted has no half sizes, order as follows: Example for NARROW WIDTH foot (AAA, AA, A). If you wear size 5½ on 6 shoe, order size 5 slipper. Example for MEDIUM WIDTH foot (B, C). If you wear size 5 or 5½ shoe, order size 5 slipper. Example for WIDE WIDTH foot (D, E, or wider). If you wear size 5½ or 6 shoe, order size 6 slipper.

Pak. \$1.98

15 N 1684—Natura Color
Sheepskin
Pak¹..... 67c

\$19
Per

Women's Sizes 1, 2, 3, 4, 5, 6, 7, 8, 9 and 10 wider width
No heel sizes. State size. Shipping wt. 14 oz.
IS N 3667—Natural Color, Pair..... \$1.19

Everyone Wants Snow Boots

For Easy Terms
See Page A, in
Center of Book

\$159
Pair

\$159
Per

36 • SEARS, ROEBUCK AND CO.

A detailed illustration of a pair of brown leather boots, likely riding boots, with laces. The boots are shown from a side-on perspective, with the right boot slightly behind the left one. They have a classic design with a rounded toe and a low heel. The laces are dark and are threaded through several eyelets on the side of each boot. The leather appears to be a rich, dark brown color. The background is a plain, light beige or cream color.

\$188
Full

15 N 2046—White
15 N 2047—Brown
15 N 2048—Smoke Color. Pair \$1.88

**TALON
SLIDE
FASTENERS**

A detailed illustration of a foot wearing a dark, high-top boot. A light-colored, textured sleeve or gaiter is pulled up over the boot, secured by a dark, rectangular strap with a buckle, labeled as a 'Talon Slide Fastener'. The foot is shown in profile, with the heel and toes clearly visible. The background is a plain, light color.

\$2.69 Black

76 N 9867—White	Pair	\$2.98
78 N 9863—Black	Pair	2.69



Yardley Gift Set

Ⓐ A gift of distinction. Complement her this year with a set of three fine toiletries. Contains two guest size cakes of Violette de France Soap and a tin of L'Essence de Vanille. Yardley's gift package. Smart appearance. Now just a few dollars. A real gift. Order today. Postpaid.

8 N 9708 **95c**

Early American Old Spice Trinket Box

Ⓑ A lovely gift for a woman. This fine tin holds a variety of small toiletries. Includes a tin of Old Spice Water and Sachet Pillow. Size of trinket box about 5 1/2 x 6 1/2 x 1 1/2 inches. 8 N 9704—Postpaid....

\$1.00

Old Spice Homestead Kit

Ⓒ Exquisite toiletries in a wood-grained paper box of Colonial design. Set contains full size of Old Spice Dusting Powder, Old Spice Soap, and Old Spice Water. Size of box about 4 1/2 x 4 1/2 x 2 1/2 inches. 8 N 9706—Postpaid....

\$2.00



You'd Expect to Pay at Least \$10.00 For This Complete Dresser Ensemble

\$4.98

Everything she needs to make her dresser complete—even to the two beautifully shaped crystal-like glass boudoir lamps with dainty gold color metal trim. Make it a Christmas she'll remember forever by giving HER this beautiful enamel-effect finish 9-piece set. Consists of comb, brush, hand mirror (1 1/2 in. long), powder jar, 2 cream jars, mirror tray, and 2 boudoir lamps (abt. 15 1/2 in. tall) with parchment-like decorated shades. Brush and hand mirror have dainty, crystal-like glass handles. Delicate floral design and gold color metal trim throughout. State color (Blue, Pink, Green, or Smoky Pearl). 8 N 9706—Shipping weight, 12 pounds....

\$4.98

BUY A GIFT SHE'LL LONG REMEMBER... SEE PAGE A IN CENTER OF BOOK FOR EASY TERMS



Coty Gift Set

\$2.00

Lovely ladies everywhere prefer Coty's delightful perfumes. This charming set contains a box of Coty's AirSpun Face Powder and bottle of Coty's Light Water. Choice of L'Aimant, Paris, Emeraude, or L'Origan odors. State odor. In a beautifully designed gift box. 8 N 9711—Postpaid... **\$2.00**



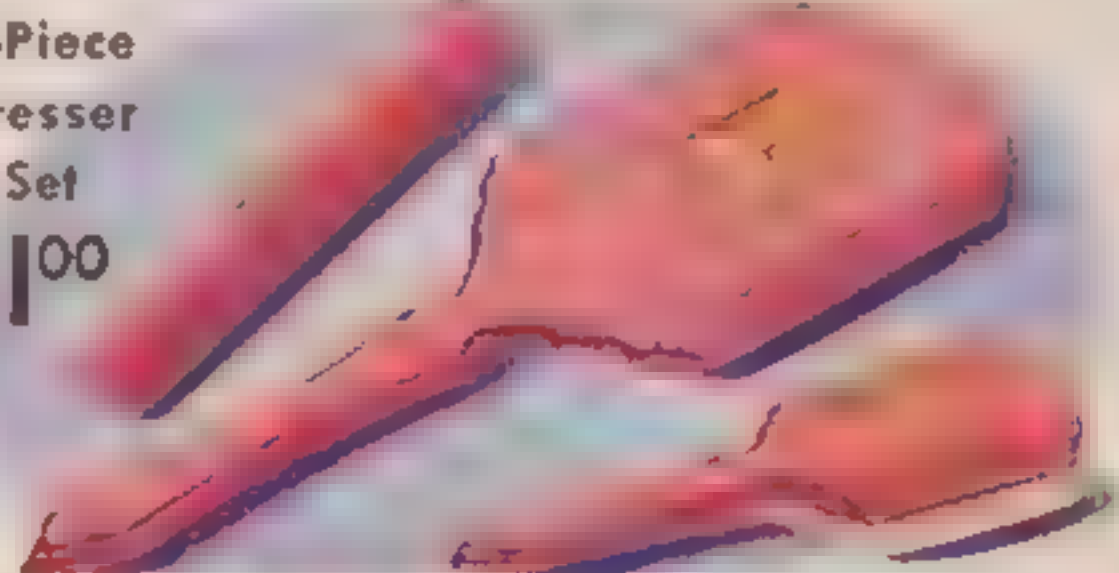
Coty Gift Set

\$2.25

Here's a gift set that will really thrill HER. This exquisitely designed set contains box of Coty's AirSpun Face Powder and perfume selection of Coty's Perfume in L'Aimant, Paris, Emeraude, or L'Origan odors. State odor. In a lovely rayon lined gift box. 8 N 9710—Postpaid... **\$2.25**

3-Piece Dresser Set

\$1.00



Stunning Design... Ultra-Smart

An extraordinary value—outstanding in style, outstanding in beauty, and outstanding in price! This charming 3-piece set, consisting of comb, brush, and hand mirror, comes in a lovely smooth finish that is attractively decorated with a smart gold color design. The comb, brush, and hand mirror are all made of fine, clear glass. You can't find a better gift for a girl or woman. Make this a Christmas she'll remember with this gift set. In a rayon lined gift box. State color (Blue, Pink, Green, or Smoky Pearl). Shipping weight, 2 lbs. 2 oz. 8 N 9686—In rayon lined gift box.... **\$1.00**



3-Piece Dresser Set An Inexpensive Gift

79c

Three pieces of distinctive design especially created for the budgeted Christmas list. A truly fine set for this unusually low price. It will add color and charm to her dresser. Handsomely decorated with a gold color floral design on the backs of the brush and hand mirror. Mirror about 13 1/2 inches long. Your choice of Green, Pink, or Blue. State color desired. 8 N 9717—Shpg. wt., 2 lbs. ... **79c**

3-Piece Initialed Set Make It Really Hers!

\$1.98

The perfect personalized gift! Have HER initial (on only) hand engraved on backs of a hand mirror (abt. 13 1/2 in. long) and a brush. Choose of Blue, Pink, Green, or Smoky Pearl. In a beautiful Mother-of-Pearl gift box with embossed decorations. In rayon lined hinged gift box. Shpg. wt., 2 lbs. 6 oz. 8 N 9714—Print initial wanted. **\$1.98** 8 N 9742—Same as above set without initials..... **1.79**

9-Piece Exquisite Dresser Set To Make HER Christmas Complete

\$2.98 Plain Box

She'll have everything at her fingertips when she uses this gorgeous 9-piece set. Contains comb, brush, mirror (13 1/2 in. long), mirror tray, 2 cream jars, candle jar, powder jar and shoe tin. State color (Blue, Pink, or Green). In a striking satin smooth finish with lovely design.

In Unlined Gift Box Shpg. wt. 3 lbs. 5 oz. **\$2.98** 8 N 9712.... In Fancy Lined Gift Box Shpg. wt. 5 lbs. 4 oz. **\$3.98** 8 N 9713.....

4 COLORS IN SOFT

FUZZY WUZZYS

\$1.89
Pair

HARD LEATHER SOLE

Hugs Like a Friendly Bear

Cotton fleece lining is so warm! Electrified shearing on the outside feels like softest fur. Hand-turned leather sole.

Women's Sizes 3, 4, 5, 6, 7, 8, 9 in D (medium) width. No half sizes. State size. Shipping weight, 1 pound 2 ounces.

15N3826—Roya Blue 15N3827—Light Blue
15N3830—Burgundy 15N3829—Red
Pair \$1.89

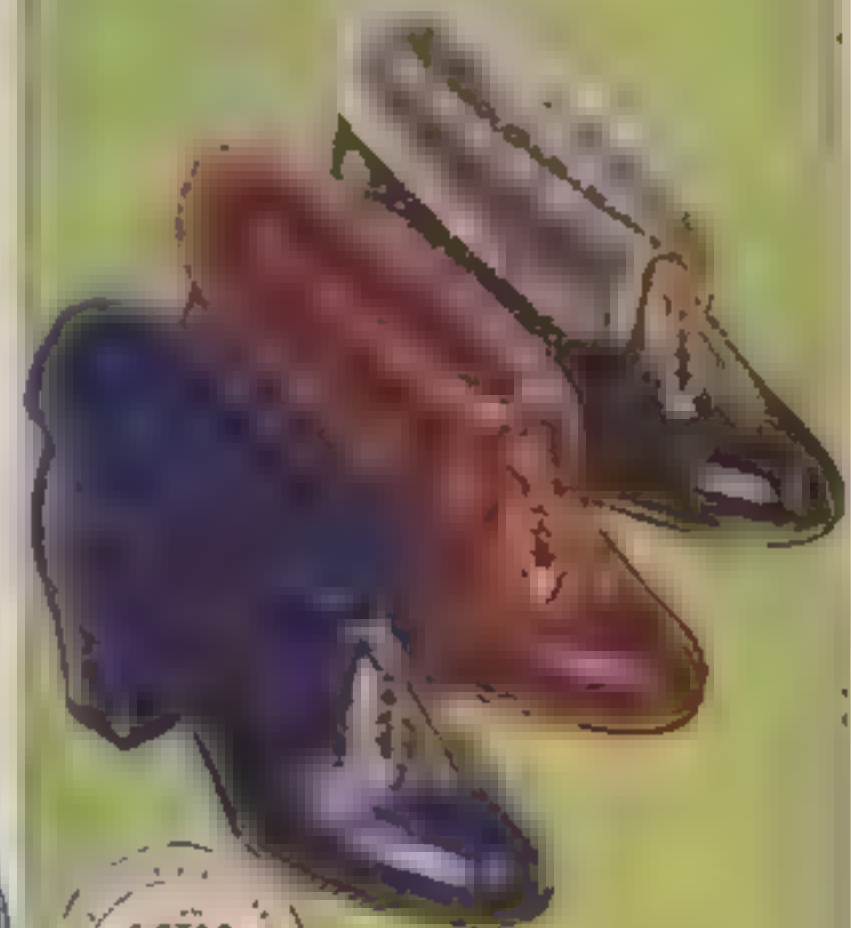
Flexible
Hand-Turned
Leather
Soles

SLIPPERS

TO WARM HER HEART
AND HER FEET, TOO!

For More Gift Slippers
See Page 36 and Our
Big Fall-Winter Catalog

Shearling Cuffs Feel Like Silky Fur



A FOUR STAR
FEATURE GIFT



\$1.98
Pair

Lovely Wedgie

Rayon satin, beautifully dressed vamp. New 2-inch open wedge heel. Hard leather sole. Extensive coloring.

Women's Sizes 3 1/2 to 8 in C (medium) width. State size. Shipping weight, 1 lb. 2 oz.
15 N 3638—De phinium Blue
15 N 3640—Burgundy
15 N 3639—Roya Blue
Pair \$1.98



\$1.89
Pair

Rayon Velvet

White furry fur cuff. Hard leather sole. 2-inch heel. So sweet!

Women's Sizes 3 1/2 to 8 in C (medium) width. State size. Shipping wt., 1 pound 2 ounces.
15 N 3674—Blue
15 N 3675—Burgundy
Pair \$1.89

\$1.69
Pair

D'Orsay Mode

Transparent rayon velvet. Shearling cuff. Hard leather sole. 1 1/2 in heel.

Women's Sizes 3 1/2 to 8, 9 in C (medium) width. State size. Shipping wt., 1 pound 2 ounces.
15 N 3646—Rose Red
15 N 3645—Light Blue
Pair \$1.69

Our Finest Kid

Tooped with electrified warming cuffs. Cotton fleece lining. Latex zipper. Steel shank support. Hard leather sole. 1 1/2-inch heel.

Women's Sizes 5, 6, 6 1/2, 7, 7 1/2, 8, 9 in A (very narrow) width. Sizes 3 1/2, 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 9 in C (medium) width. State size, width. Shpg. wt. 1 lb. 8 oz.
15 N 3778—Blue 15 N 3780—Black
15 N 3779—Wine. Pair \$1.89

\$1.89
Pair



\$1.00
Pair

Cute and Cuddly

Padded leather sole, warm lining. Women's Sizes 3 to 9 in D (medium) width. No half sizes. State size. Shpg. wt., 1 lb. 2 oz.
15 N 3708—Blue Rayon Plush
15 N 3707—White Rayon Plush Pair
15 N 3709—Burgundy Rayon Plush. \$1.00



\$1.00
Pair

Tailored

Kid vamp, zapon quarter. 1 1/2-in heel. Hard leather sole.

Women's Sizes 3 1/2 to 8, 9 in C (medium) width. State size. Shpg. wt., 1 lb. 2 oz.
15 N 3859—Wine
15 N 3858—Blue Pair
15 N 3860—Black \$1.00



\$1.00
Pair

Robe Matcher

Fluffy white fur cuff. Hard leather sole. Low wedge heel.

Women's Sizes 3 1/2 to 8, 9 in C (medium) width. State size. Shipping weight, 1 lb. 2 oz.
15 N 3717—Lt. Blue Cotton Chenille
15 N 3718—Dusty Rose Cotton Chenille. Pair \$1.00



79c
Pair

Velveteen Wedgie

Padded leather sole.

Women's Sizes 3 to 9. No half sizes. C (medium) width. State size. Shipping weight, 1 lb. 2 oz.
15 N 3634—Blue, Burgundy.
15 N 3635—Burgundy, Blue. Sateen Trim. Pair 79c



See Page A,
Center of Book
for Easy Terms



\$1.79
Pair

See Page 36 for
"How-to-Order"

\$1.59
Pair

Frivolous-Looking Fur Cuff

Safest kid upper. Padded leather sole with 1 1/2-in. heel. Toasty felt lining.

Women's Sizes 3 to 9 in D (med) wide width. No half sizes. State size. Shipping weight, 1 pound 2 ounces.

15 N 3695—Blue. 15 N 3697—Black.
15 N 3696—Burgundy. Pair, \$1.79

Padded Leather Sole

Feet bring 1 1/2 in. heel. Rayon plush collar. Talon zipper.

Women's Sizes 3 to 9 in D (med) wide width. No half sizes. State size. Shpg. wt., 1 lb. 4 oz.

15 N 3768—Wine Kidskin.
15 N 3767—Blue Kidskin, \$1.59

Lined With Warm Felt

Luxurious y soft, caressen upper. White shearling cuff and collar for aged beauty and warmth. Padded leather sole.

Women's Sizes 3 to 9 in D (med) wide width. No half sizes. State size. Shipping weight, 1 pound 2 ounces.

15 N 3676—White. 15 N 3677—Red.
15 N 3678—Blue. Pair, \$1.15



\$1.00
Pair

89c
Pair

89c
Pr

89c
Pr

Forget Cold Floors

Here's one of those easy-on slippers that are a delight to own. Trim suede cloth upper, warmly lined. Shearling cuff. Hard leather sole. 1 1/2-in. heel.

Women's Sizes 3 to 9 in E (wide) width. No half sizes. State size. Shpg. wt., 1 lb. 6 oz.

15 N 3720—Blue.
15 N 3719—Wine. Pair, ... \$1.00

Fits Closely

Jaunty plaid cuff adds color. Reliable Talon zipper. Warm felt upper. Silent padded leather sole. 1-inch heel. Makes a most appreciated gift, especially priced for this quality.

Women's Sizes 3 to 9 in E (wide) width. No half sizes. State size. Shpg. wt., 1 lb. 2 oz.

15 N 3701—Wine.
15 N 3700—Blue. Pair, ... 89c

A Leisure Lovely

Here's a smart ideal! Cotton chenille slippers to match or compliment your robe! Foot-flattering fur cuff. Padded leather sole. 1 1/2-in. covered heel.

Women's Sizes 3 to 9 in D (med) wide width. No half sizes. State size. Shpg. wt., 1 lb. 2 oz.

15 N 3665—Light Blue.
15 N 3666—Burgundy. Pair, ... 89c

Everett Style

A favorite with comfort fans! So easy to slide in and out of. Cozy felt upper. Hard leather sole. Low heel, rubber lift. Velveteen cuff. Leather tip.

Women's Sizes 4 to 9 in E (wide) width. No half sizes. State size. Shpg. wt., 1 lb. 5 oz.

15 N 3763—Wine.
15 N 3762—Blue.
15 N 3764—Brown. Pair, ... 89c

Gift Slippers for Children and Tots



THE FAMOUS
**FUZZY
WUZZYS**

Double Leather Sole

All natural shearing.

Children's Sizes 5 to 3 in wide width. Order one size larger than shoe. No half sizes. State size. Shipping weight, 12 oz.

15 N 964—Pair, ... 37c

Finest Shearling

Electrified shearing trim.

Children's Sizes 5 to 12 in med. wide width. No half sizes. State size. Shpg. wt., 14 oz.

15 N 972—Nat., Pink Trim.
15 N 973—Natural, Blue Trim. Pair, ... 89c

Quickie Talon Zipper

Felt upper. Padded chrome leather sole.

Children's Sizes 5 to 3 in wide width. No half sizes. State size. Shipping wt., 10 oz.

15 N 920—Red.
15 N 922—Blue. Pair, ... 69c

Lined Leather Sole

Children's Sizes 5 to 3 in medium wide width. No half sizes. State size. Shpg. wt., 15 oz.

15 N 903—Blue Leather.
15 N 902—Red Leather. Pair, ... 98c

Electrified Shearling

Leather sole. Children's Sizes 5 to 3 in wide width. No half sizes. State size.

15 N 913—Red.
15 N 914—Blue. Pr. Shpg. wt., 8 oz. 98c

◆ PAGE 41 SLIPPERS

WishbookWeb.com

NEW!

\$150
VALUE

- 9 Washable Rubber Toys Unbreakable Safe
- 7 Airport Places, Fences, Floodlights, Buildings of Tekwood (3-ply, wood center board).

98¢

Zoom! Playland is one of the four 4 1/4-inch army planes, guiding it low over the runways of the colorful 36x24-inch paper landing field! 4-inch truck to supply the huge 4-motor transport (7 1/4-inch wingspread) before take-off! 6 rubber planes, truck, car and motorcycle cop all of colorful, washable rubber on washable rubber wheels. Two 7 1/4x3 1/4x3-inch hangars and a 9 1/4-inch administration building. A big toy, easily set up, very low priced!

49 N 6448—Shipping weight, 2 pounds **98c**



\$279

[illegible]**Set of Three, Double Faced 7-inch Records**

Title: Lazy Nap Will You Get Up -
Happy Birthday (Gordon Benge) (10 min)
I Had a Little Doggie Farmer in Golf -
Good Morning Merry Sunshine
49 N 2466 Ship. wt. 1 lb 4 oz. **45c**

Titles: Jack and Jill Oh Dear What
Can You Be **45c**
Twinkle Little Star Old King Cole Little
Boy Blue
49 N 2487-Shoe, w/.. 1 lb 4 oz 45c

40 N 2466 Stop. wt. 1 lb 4 oz. **45c**

49 N 2467—Shoe. wt., 3 lb 4 oz **45c**



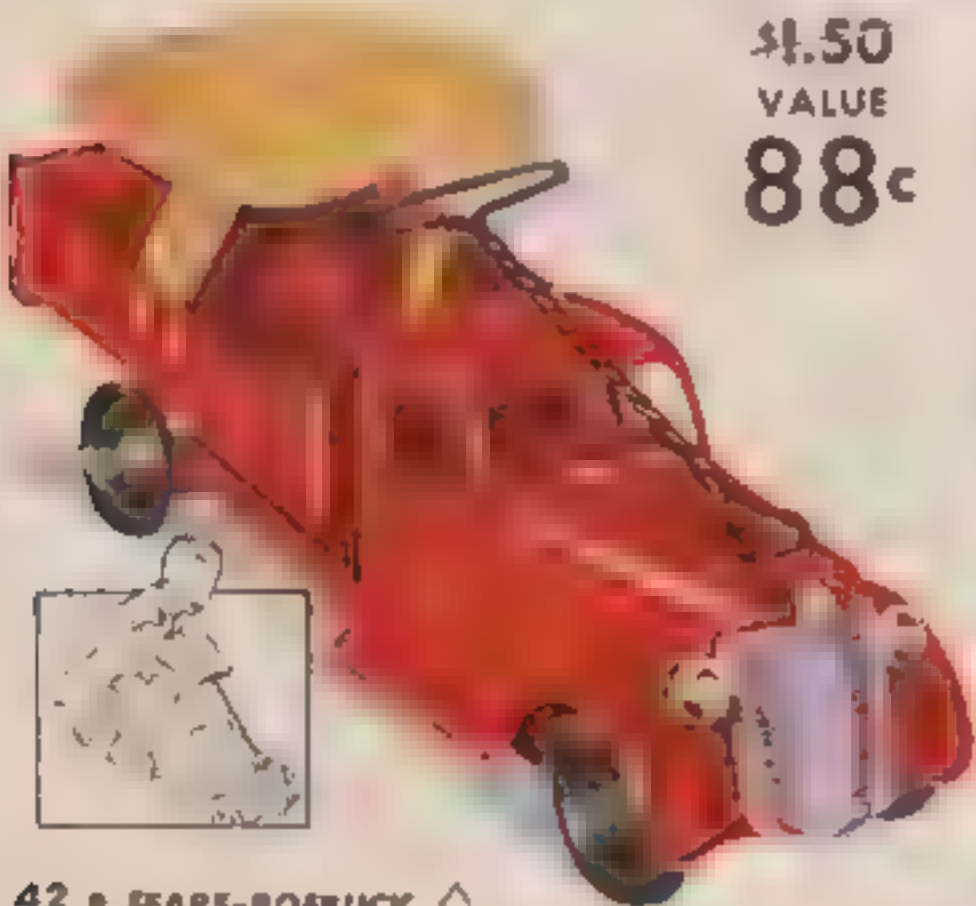
89c

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49 N 1604 -slang ig weight, 4 pounds

390

Easy Terms on Any Order of \$10 or More See Page A in Center of Book



~~\$1.50~~
VALUE
88¢

Buddy "L"
Rider Truck

- 21 inches long
- Full grip ride
- Removable auto bike shaped steel seat
- Auto fender stand.
- Auto enamel finish
- Rubber wheels.
- Body dumps.

79M06135 88



\$1.25
VALUE
88c

**Modern Steel
Rocker—Save 30%**

- [illegible]

GIFT OUTFITS

Just for Fun

... Complete From
Lariat to Sombrero

Sears Easy Terms Make Giving
Easy... See Page A, Center of Book

Northwest Mountie \$1.97

Ⓐ 8-Piece Outfit! Scarlet coat of cotton drill—with brass buttons, epaulets, mountie insignia on collar... Mountie badge. Breeches of navy blue cotton drill brown cotton suede hat... Arrow... leather tan Browie belt with holster and large toy pistol... artificial cartridges.

Sizes: 10, 12, 14. State size. Shipping weight, 2 lbs. 12 oz.

40 N 4389—8-Pc. Outfit \$1.97

Prairie Rose \$1.95

Ⓑ 9-Piece Outfit! Skirt of heavy khaki cotton drill, has fringed bottom, picture of Cowgirl and "Prairie Rose"... cotton khaki vest... cotton flannel plaid blouse... belt with imitation cartridges... bandana... black cotton duvetyn cowboy hat... holster, big toy pistol... lariat.

Sizes: 4, 6, 8, 10, 12, 14. State size. Shipping weight, 2 lbs. 10 oz.

40 N 4369—9-Pc. Outfit... \$1.95

Wild Westerner \$2.89

Ⓒ 7-Piece Outfit! Real fur front—khaki cotton drill back cowboy pants, decorated side flaps... decorated elastic back waistband with holster attached... toy pistol plaid cotton flannel shirt... decorated vest... black cotton duvetyn cowboy hat. Bandana. Lariat.

Sizes: 4, 6, 8, 10, 12, 14. State size. Shipping weight, 3 lbs. 8 oz.

40 N 4373—7-Pc. Outfit... \$2.89

Range Rider \$1.79

Ⓓ 7-Piece Outfit! Cowboy pants of khaki cotton drill with side flaps, elastic back waistband... decorated waistband with holster attached... large toy pistol... cotton flannel plaid shirt... black cotton duvetyn cowboy hat... khaki cotton drill vest... bandana... lariat.

Sizes: 4, 6, 8, 10, 12, 14. State size. Shipping weight, 2 lbs. 12 oz.

40 N 4366—7-Pc. Outfit... \$1.79

King of the Range \$2.79

Ⓔ 9-Piece Outfit! Red cotton suede cloth cowboy pants with lots of trimmings... elastic back, decorated waistband... plaid cotton flannel shirt... red cotton suede cloth vest... black cotton duvetyn hat... bandana... lariat... holster, large toy pistol, belt with artificial cartridges.

Sizes: 4, 6, 8, 10, 12, 14. State size. Shipping weight, 3 lbs. 15 oz.

40 N 4370—9-Pc. Outfit... \$2.79

Rough Rider 97c

Ⓕ 8-Piece Outfit! Complete for only 97c! Sturdy brown cotton covert pants have Buck Jones lettering on side flaps, elastic waistband for snug fit... plaid cotton flannel shirt... brown cotton covert cowboy hat... bandana, holster, belt, big toy pistol, lariat.

Sizes: 4, 6, 8, 10. State size. Shipping weight, 1 lb. 12 oz.

40 N 4361—8-Pc. Outfit... 97c



NOMA

AMERICA'S FINEST

Approved by Underwriters' Laboratories

When One Goes Out...

ALL SEARS SETS INCLUDE LAMPS



America's Finest Tree Light Sets... Complete With 110-Volt Independent Burning Lamps

- All sets Approved by Underwriters' Laboratories, Inc.
- Approved Bakelite Plugs and Sockets for Durability
- Approved High Quality Wire for Safety
- All Connections Permanently Soldered as recommended by Underwriters' Laboratories

- Open Outlet Plug for Attaching more sets
- Highest Possible Quality and Workmanship
- Highest Electrical Standards Assured
- American Made 110 Volt Mazda Lamps for Long Life
- Packed in durable Boxes to Store from Year to Year

Noma Deluxe Sets for Indoors

Additional decorations and accessories available separately. See insert for details. State choice of Assorted Colors or All Colors.

7 Light Set	15 Light Set	20 Light Set
\$1.00	\$2.19	\$2.89
\$1.20 value 12 foot cord, 14 ounces.	3 foot cord, 21 g. weight, 14 ounces.	5 foot cord, 31 g. weight, 20 ounces.
49 N 6560 \$1.00	49 N 6571 \$2.19	49 N 6572 \$2.89

Noma Weatherproof Sets for Outdoors

Additional decorations and accessories available separately. See insert for details. State Assorted Colors or All Colors.

7 Light Set	15 Light Set	20 Light Set
\$1.39	\$2.89	\$3.89
\$1.60 value 12 foot cord, 14 ounces.	3 foot cord, 21 g. weight, 14 ounces.	5 foot cord, 31 g. weight, 20 ounces.
49 N 6564 \$1.39	49 N 6562 \$2.89	49 N 6561 \$3.89



Lifelike Glitter Trees

13 Lights 98c 17 Lights \$1.79

Worth twice our price! Extra large green and white branches, 110 volt lamp inside tree, cord of miniature lights, built-in cord plug.

11-inch Tree	14-inch Tree
13 Lights	17 Lights
49 N 6524	49 N 6525
As shown, light on top	As shown, light on top
No plug, 110 volt	No plug, 110 volt
Shpg. wt. 2 lbs. 98c	Shpg. wt. 2 lbs. 98c
	\$1.79

Illuminated, Inspiring!

Capture the true spirit of Christmas with this exquisite illuminated house.

Made of plastic, this house is like a miniature house, complete with a chimney, a door, and a window. It is illuminated with 12 miniature lights, and it is made of plastic. It is a great addition to your Christmas decorations.

79 N 06538 \$4.75 Value... \$4.79

New Bell Cluster

Electric light bell clusters like this sold for \$2.00 last year. 98c

For the season with the new bell cluster, you can get a great deal. It is a great addition to your Christmas decorations.

49 N 6260 98c

NOMA 8-Series Mazda Lights

75c Value Elsewhere. American made "Mazda" lamps. 59c

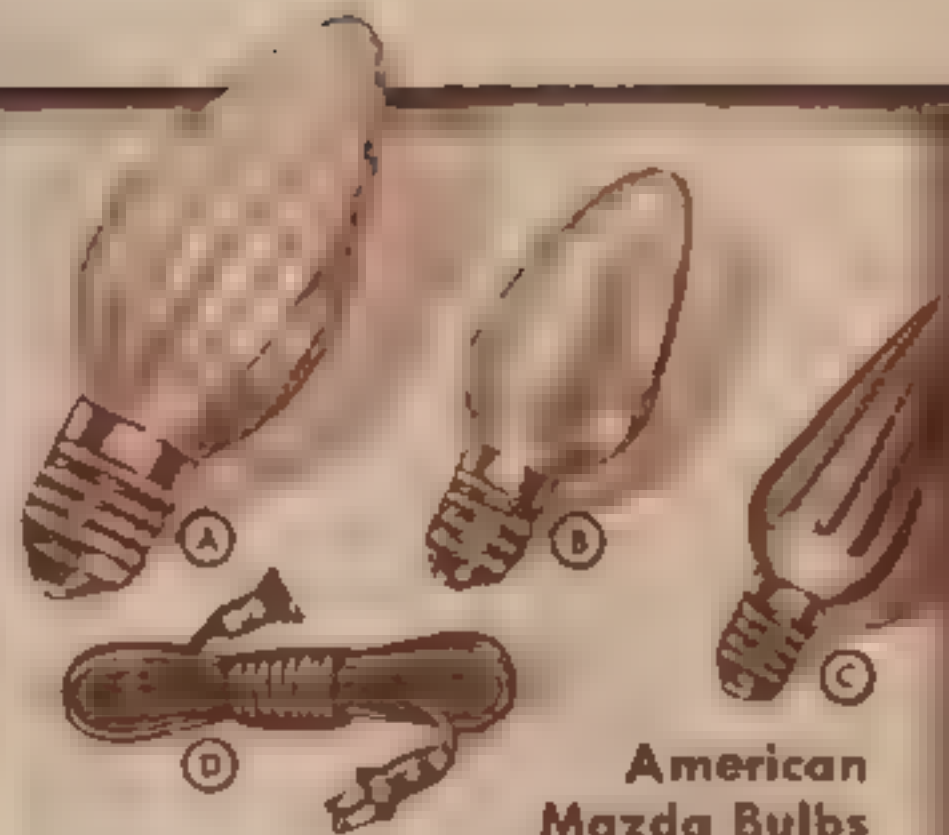
New series lighting can add a bright, happy Christmas. Make it the best one yet. Buy the best. Buy the best. Buy the best.

49 N 6585 59c

CHRISTMAS LIGHTS MAY BE ORDERED ON EASY TERMS... SEE PAGE A, CENTER OF BOOK

WishbookWeb.com

Others Stay Lighted



American Mazda Bulbs

- (A) **110 Volt Mazda for Outdoor Sets**
Inside colored so color will not wash off. Use with sets comparable to Cat. Nos. 49N6561, 49N6562, 49N6564, 49N6550, 49N6551 or 79N06552. Bulbs burn independently.
49 N 6595—3 Ass'd Colors. Shpg. wt. 5 oz. 3 for 29c
49 N 6597—10 Ass'd Colors. Shpg. wt. 12 oz. 10 for 84c
49 N 6594—10 Blue Bulbs. Shpg. wt. 12 oz. 10 for 84c
- (B) **110 Volt Mazda for Indoor Sets**
Burn independently. Use with sets comparable to Cat. Nos. 49N6569, 49N6571, 49N6572, 49N6540, 49N6541, or 49N6542.
49 N 6579—3 Ass'd Colors. Shpg. wt. 5 oz. 3 for 22c
49 N 6586—10 Ass'd Colors. Shpg. wt. 12 oz. 10 for 89c
49 N 6576—10 Blue Bulbs. Shpg. wt. 12 oz. 10 for 88c
- (C) **15 Volt Mazda Bulbs for Series Sets**
Sets are like 8-15 volt bulb making a unit of 110 volts. For sets like 49N6565 or 49N6520.
49 N 6589—3 Ass'd Colors. Shpg. wt. 6 oz. 3 for 14c
49 N 6591—10 Ass'd Colors. Shpg. wt. 11 oz. 10 for 42c
49 N 6587—10 Blue Bulbs. Shpg. wt. 11 oz. 10 for 42c
- (D) **NEMA Rubber Coated Extension Cords**
Underwriters Approved. Bakelite plug and extra outlet. Shipping weights, 1 pound
49 N 6516—12-ft. Indoor Cord. 23c
49 N 6517—25 ft. Weatherproof Outdoor Cord. 46c

TRIM-O-LITES, Save on Sears Own Thrift Quality Approved by Underwriters' Laboratories

- Sears Low Price Includes American Mazda Bulbs
- All Sets in Durable Attractive Box to Put Away Each Year
- Guaranteed Materials and Workmanship
- Made to Sears Strict Specifications to give you longer wear, best quality at Economy price

TRIM-O-LITES . . . For Indoor Trees

Clips hold sockets & bulbs on branches—single one, easy to drape style cord. Individually wired—when one lamp goes out, others stay lighted. State choice of Assorted Colors or All Blue Long-Life 110-Volt Lamps.

7 Light Set	15 Light Set	25 Light Set
14-foot cord. Shpg. wt., 14 oz. 49 N 6540 93c	27 foot cord. Shpg. wt., 1 lb. 8 oz. 49 N 6541 . . . \$1.84	42 foot cord. Shpg. wt., 3 lbs. 49 N 6542 . . . \$2.94

- Plugs and Sockets are Bakelite for Strength
- Extra Outlet for Additional Sets
- Approved by Underwriters' Laboratories
- Individually Wired—Each Lamp Burns Independently, eliminates searching for burned out lamps

TRIM-O-LITES . . . Weatherproof for Outdoor Trees

Built for outdoor protection against snow, sleet or rain. Color will not wash off lamps. Rubber washer holds lamps firmly and prevents shorts from rain. Easy-to-drape cord. State choice of Assorted Colors or All Blue Long Life 110-Volt Lamps

7 Light Set	15 Light Set	25 Light Set
15½-ft. cord. Shpg. wt., 1 lb. 8 oz. 49 N 6550 . . . \$1.16	27-ft. cord. Shpg. wt., 2 lbs. 10 oz. 49 N 6551 . . . \$2.38	41 ft. cord. Shpg. wt., 5 lbs. 79 N 06552 . . . \$3.64



9-Light MAZDA Series Sets

Rayon covered insulated cord, bakelite sockets. For customers who prefer 9 dimmer instead of 8 bright lamps on string which light up as a unit (not independent). Shpg. wt., 11 oz.

For 110-120-Volt	For 22-24-Volt
Nine 15-Volt Mazda 49 N 6520 . . . 89c	Nine 4-volt Mazda 49 N 6521 . . . 85c
49 N 6578—3 4-Volt bulbs. Wt., 6 oz. 14c	



Electric Wreaths

Underwriters Approved. Red rayon chenille wound on frame. Center spray of 5 red color leaves and red poinsettia. Electric candles, 110-volt Mazda bulbs, 3¼-ft. rubber covered cord; add-on plug. Shpg. wt., 8 oz. and 1 lb. 6 oz.

49 N 6216 (E) 8 in. - 1 Candle	35c
49 N 6217 (E) 10 in. - 2 Candles	49c



Lighted Cross

\$1.50 value! Underwriters Approved. Red rayon chenille, 11 red Mazda bulbs, 5-ft. rubber coated cord. Bakelite plug with extra outlet. For 110-volt circuit. 11x8 in. Shpg. wt., 1 lb.
49 N 6238 . . . 98c



Electric Candle

Perfect for the table or window. Drip effect red and green electric candle. Overall height, 9½ in. Large 4x4 110-volt Mazda bulb. Cord and plug. Shpg. wt., 1 lb.
49 N 6581
Com. plate. . . 25c



Tree Top Stars

Made of white translucent material that reflects color of inside bulb. Shipping weights, 5 oz. and 3 oz. (H) For 110-Volt Indoor Set With 110-volt Mazda bulb
49 N 6514 . . . 45c
(G) For 110-Volt Series Set With 15-volt Mazda bulb
49 N 6512—3¼ inch . . . 21c



8 Light Reflectors

19c Sparkling silvery color. Made of Kristolite metal, stronger and more durable than tinfoil. Assorted designs. Diameter, about 2½ in. Bulb not included. Shpg. wt., 8 oz.
48 N 6513 . . . 8 for only 19c

Electric "Candelier"

Underwriters Approved. 8 15-volt orange Mazda lamps for 110 volt circuit. Ivory color wood base. Bakelite sockets. Rubber covered cord. Shipping weight, 2 pounds
49 N 6255 . . . \$1.00





Save! Lifelike Folding Trees!

29c

• Finest quality, artificial trees... Last a lifetime. Natural green color. Plain holder on 25 and 30-in. trees. Without trimming, mail. *Shipped Germany.*

Cat. No.	Height	Branches	Shpg	Each
		Large Side	Wt.	
49N6691	25 in.	20	10 oz.	29c
49N6692	30 in.	25	6 lb.	49c
79N06693	42 in.	39	24 lb.	98c
79N06694	54 in.	51	42 lb.	\$1.79
79N06695	66 in.	66	84 lb.	2.98
79N06696	74 in.	80	126 lb.	3.98

Christmas Tree Mat

49N6679—Colorful sturdy kraft paper 4 ft square Shpg. wt. 4 oz. **10c**



20-Pc. Religious Manger Set

\$1.98

Beautiful composition figures. Stable 5x5x14 in. high with Star of Bethlehem. Christ Child in crib. Mary and Joseph angel 3 Wise Men. Shepherd 4 sheep. cow donkey calf, camel goat and tree. Figures up to 5 1/2 in. tall animals up to 4 in. long. German made.

49N6660—Shpg. wt. 3 lbs. 8 oz. **\$1.98**

Stocking with Your Own Name!

59c

Name embroidered in red on terry cloth cuff. Rich red cotton suede cloth, 19 in. long. Six jingle bells attached to cuff.

Metatragrammed Christmas stockings—a most unique gift wrapping idea. We'll embroider any name up to 10 letters on the stocking.

49N7008 Postpaid. Print name **59c**

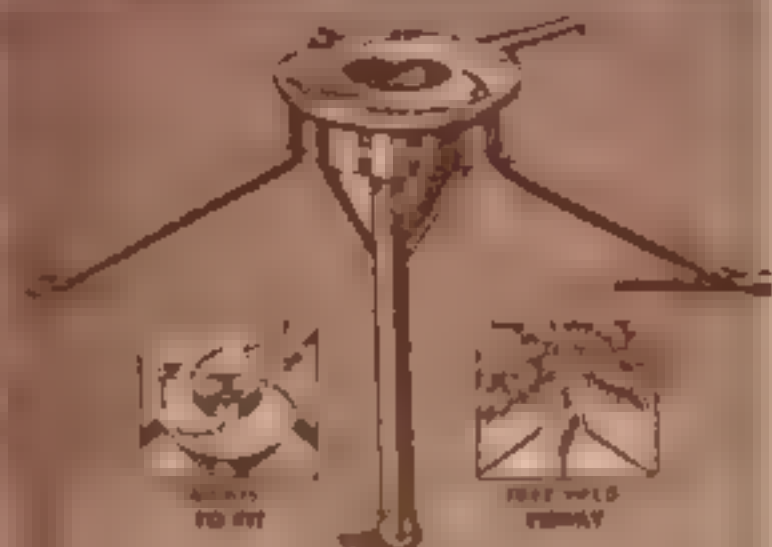


Colorful Model Christmas Village

69c

For under \$100 see or as a beautiful table display! Fill houses with Christmas candles or light with electric tree lights. Red and white 4-in. Santa rides sled pulled by 2 white reindeer; on 12-in. platform 6 houses including church. Houses about 4 1/4 x 3 1/4 in. Made of 100% wood. A true Christmas scene.

49N6639—Inval. box Shpg. wt. 1 lb. 12 oz. **69c**



One Operation Sets Up Tree!

89c

Sears engineers designed this holder to save you time and effort! No screws to tighten—no fussing. Pull hand lever and jaws lock tree keep it straight. Holds tree trunk up to 1 in. diam. Seal water well. Patents pending.

49N6546—Shipping wt., 3 lbs., **89c**



Honeycomb Bells

19c

Close mesh red tissue paper. Shipping weight, 7 ounces. 5 1/2-in. size.

49N6210—12 for **19c**
49N6211—8 in. 6 for **19c**

15-Pc. Room Decoration

39c

Includes 2 new red 6 1/2 inch ice opaline wreaths, four 10 ft. red and green tissue garlands, eight 5 in. bells, one tissue paper bell.

13-in. bell Honeycomb tissue paper bells
49N6224—Shpg. wt., 1 lb. **39c**

Hanging Decoration

25c

19-in. diameter wreath. Folds flat. 1, 9-in., 4 1/2 in. diam. bells.

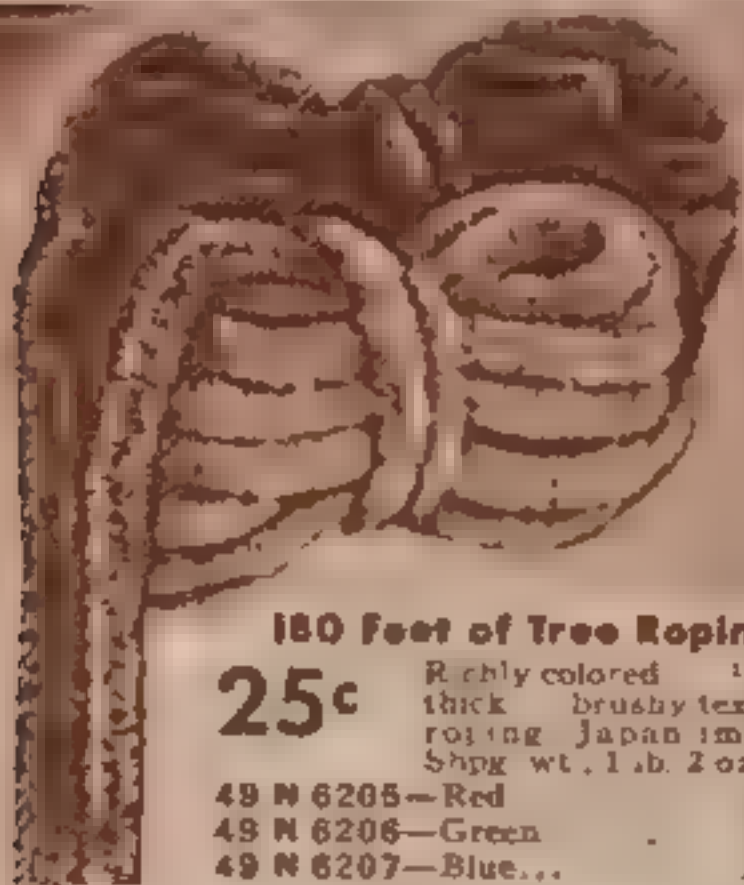
Honeycomb tissue paper
49N6213—Shpg. wt., 1 lb. **25c**

Snow White and 7 Dwarfs

39c

At 50% Savings! American Made, 4-in. Snow White, 3-in. Dopey, Grumpy, etc. Put on your tree! Blown glass. Brightly colored.

49N6619—Shpg. wt., 1 lb. **39c**



180 Feet of Tree Roping

25c

Richly colored 1 1/4 in. thick brushy textured roping. Japan import. Shpg. wt. 1 lb. 2 oz.

49N6205—Red **25c**
49N6206—Green **25c**
49N6207—Blue... **25c**



18-Inch Oak Leaf Wreath

\$1.49

Regular \$2.00 value! A wreath worthy of your loved ones. Durable, durable 18-in. circle of princess pine and oak leaves richly tinted in silver color and green. At bottom is 1 large and 2 small red poinsettias... 2 large green and silver color cypress sprays curving up sides, and red and green ruscus. Easel stand for cemetery use included.

79N66251—Shpg. wt., 4 lbs., **\$1.49**

Remember
Your
Beloved



16-Inch Magnolia Wreath

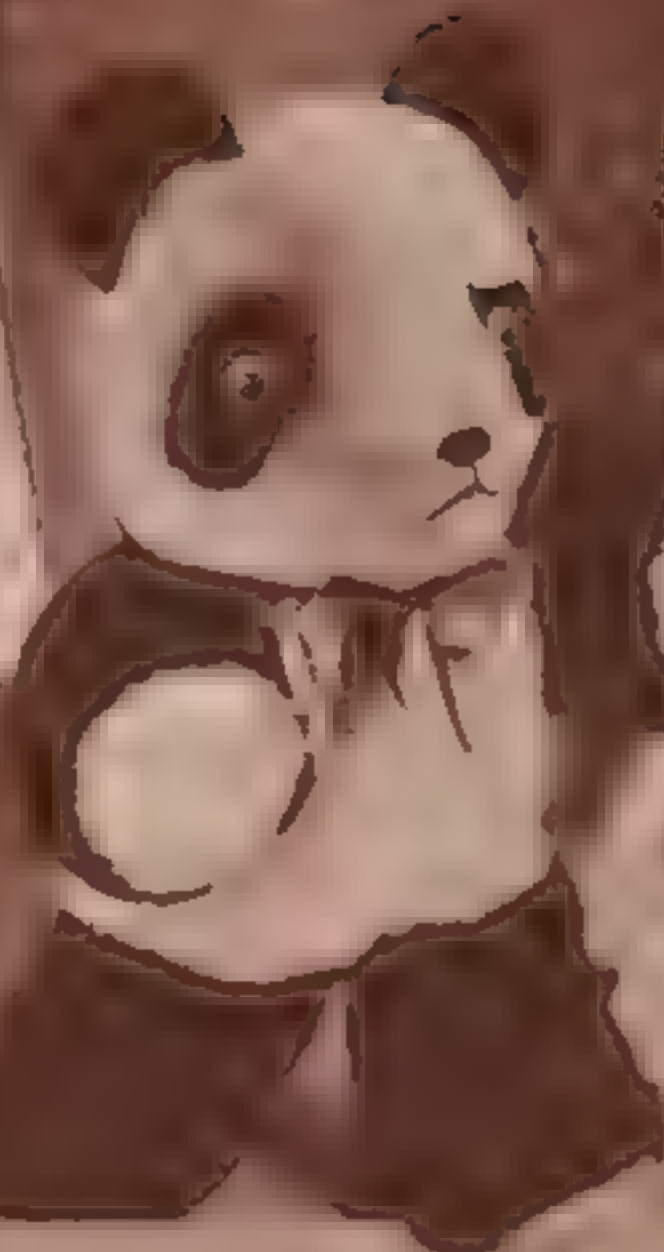
98c

\$1.50 Value. Beautiful wreath that is rich with Christmas spirit! Natural color prepared Magnolia leaf background with 3 clusters of frosted cones and 3 small bunches of bright red berries nestled in deep princess pine cones and berry clusters are carefully arranged for perfect balance and harmony. Easel stand for cemetery use included.

79N66248—Shpg. wt., 3 lbs., **.98c**

HAPPI-TIME FLASH FROM SANTA!

From now on the trade name "Happi-Time" on any toy means it's either an exclusive Sears design or idea, or that it is built to Sears rigid quality specifications. "Happi-Time" toys, like all Sears merchandise, are guaranteed to satisfy you.



12 1/2-In. Cuddly Bear

59c All dressed up in full velvet pantaloons pants and long sleeved jacket. Rayon pile plush head. Bright eyes. Embroidered mouth, felt nose and a little red felt tongue sticking out at you. Silk ribbon bow. Squeaker voice. Shipping weight, 10 ounces.

49 N 4341..... 59c

Wide-Eyed Panda

98c 14 inch
• Soft rayon plush.
• Chubby—soft.
• Sturdy, realistic.
Cotton-stuffed body.
Black and White thick (soft as silk) velvety fur. Bright eyes. Pretty pink legs, feet, ears, nose, tongue. Rayon ribbon bow around neck. Roquish, twinkling eyes. Squeaker voice.

13-inch \$1.25 Value.
Shipping weight, 14 oz.

49 N 4361..... 98c

Levable Honey Bear

98c 13 inch
• Long rayon pile "fur".
• Jointed head, arms, legs.
• Soft cotton stuffed body.
Long rayon pile "fur".
Jointed head, arms, legs.
Soft cotton stuffed body.
Long rayon pile "fur".
Jointed head, arms, legs.
Soft cotton stuffed body.

12-inch Bear 18-inch Bear
Shpg. wt. 1 lb. 6 oz. 2 lb. 4 oz.
49 N 4310 \$1.89 49 N 4311 \$1.89

Mohair Brown Bear

\$1.89 15 inch
\$2.79 18 inch
• Long pile silky mohair "fur".
• Roquish twinkling eyes.
• Soft cotton stuffed body.
Silk coat of black and white mohair. Felt nose. Embroidered nose, mouth, tongue.

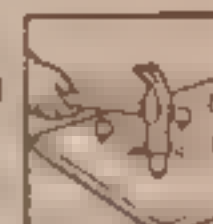
15-in. Size 18-in. Size
W 1 lb. 6 oz. W 2 lb. 4 oz.
49 N 4312 \$1.89 49 N 4313 \$2.79



①
Play
Table
or
Bench



②
Pound
a
Peg
Set



③
Use
as
Nursing
Set



3-in-1 Combination Play Table for Junior Carpenters

89c

A big value at this price! Really sells for \$2.00! Walnut stained wood table 25 inches over-all. Strong, sturdy—made especially so for lots of wear and tear that junior carpenters are bound to give it. Really has three uses: (1) as a play

table or bench, (2) as a pound a peg set, (3) as a nursing set. Included are 24 assorted colored and shaped pegs, 24 assorted and colored waxed pieces, 1 box of nails, 1 hammer, 1 masonite board, 7x10 inches, and design sheets. Shipping weight, 6 pounds.

79 N 03892—3-in-1 Set..... 89c

Toys May Be Purchased on Easy Terms . . . See Page A in Center of Book



Baby Toys—3-Piece Set

29c Lovable—lots of fun! You'll want to order this attractive non-poisonous set for your child now! Made in Japan.
One 4 1/4-in. celluloid brightly colored Koly-Poly with rayon ribbon bow.
One 6 1/2-in. celluloid pastel colored rattle with realistic cat's face, ring.
One 3 1/4-inch celluloid bear with movable arms.

49 N 4435—Shpg. wt., incl. 5 oz. 29c

Celluloid Dog

98c Woof! Pull the ring attached to the collar on his back and he lets out a squeaky bark. Cover celluloid animal with roly-poly body elastic coated feet and head. Jumbo nose. 9 1/2-in. Japan made. Shipping weight, 1 pound.

49 N 4419..... 98c

Rolling-Eyes

89c 14 inches tall. Flirtations and huggable! Pretty painted face, yarn hair. Cotton stuffed, dressed in rayon pile bodice, chenille sleeves and pantaloons. Silk ribbon bow. Voice. Shpg. wt., 1 lb. 6 oz.

49 N 3596 .. 89c

Honey Bear

A cuddly darling! Rayon pile plush coat in a Golden Brown color. Velvet snout, glass eyes, embroidered nose and mouth. Wire reinforced ears. Ribbon collar. Squeak voice 8 in. high. Made in Japan.

49 N 4342 Shpg. wt. 5 oz. 29c

Cute Panda

Black and White sitting Panda with a coat of rayon pile plush. Ribbon collar with bell. Appealing velvet snout, embroidered mouth and nose. Big eyes, squeaker voice. 7 1/2 in. high. Made in Japan.

49 N 4343 Shpg. wt. 5 oz. 29c

Terrier

Little folks will love Spot! Cuddly wire-haired 8 1/2 in. overall. White rayon pile plush coat with black spots; ears, ribbon collar, embroidered nose; glass eyes; squeak-voice. Japan made.

49 N 4009 Shpg. wt., 5 oz. 29c

48 • SEARS, ROEBUCK AND CO. C

FACTS ABOUT RUBBER TOYS

- Absolutely safe . . . no sharp edges or corners.
- Washable . . . you can even boil and sterilize them.
- Practically unbreakable.
- Made in the bright colors that baby loves.
- Fine as teething toys.
- Cannot damage your furniture or rugs.



Any Order of 40 or
More on Easy Terms

See Page A in Center of Book

New! Improved Rubber Coaster Colored Sponge Rubber ABC Blocks

- Soft pastel colored 1 1/4 inch blocks.
- Real coaster wagons—all wheels turn.
- No more fears—practically unbreakable.
- Another Happi-Time toy—for many happy play hours—created exclusively for Sears.

Watch Baby's eyes grow as big as saucers when he sees the brightly colored rubber coaster wagon, loaded with gay sponge rubber blocks! A decided improvement over last year's introductory wagon model. Now the front wheels are on a detachable swivel front bolster, so the wagon can be drawn along by a regular wagon tongue, easily turned—an extra chance for fun with this clever new coaster wagon.

Little tots will love one of these sets. There's so much fun in loading, unloading, and hauling the lovely colored blocks. Children are fascinated by games with blocks—and these have letters of the alphabet, figures (1 to 9) and 9 animals in recessed decoration on sides. Being rubber, wagon and blocks are as easy as ABC to keep clean. Mothers will approve of this toy, too, for you can even boil or sterilize them without taking out any color, which is in the rubber, not painted on. Each rubber block is 1 1/4 inches square.

8-Block Wagon

43¢

Rubber wagon is 9 1/2 x 3 x 2 1/2 in. high when loaded with 8, 1 1/4 in. sponge rubber blocks.

Not over 1 1/4 in. high. All the features above in this miniature set. Give your child a thrill and lots of fun. If you don't want to get a large set—this is just the size. Shipg. wt., 1 lb.

49 N 4403 43¢

18-Block Wagon

89¢

Extra large rubber wagon is 12 1/2 x 4 1/4 x 3 in. high when loaded with 18, 1 1/4 in. sponge rubber blocks.

empty, 2 1/2 in. high. Regular wagon tongue rolls smoothly on big white rubber wheels. You'll feel at ease to have Baby playing with this set. Wagon can carry other toys, too. Shipg. wt., 1 lb. 9 oz.

49 N 4404 89¢

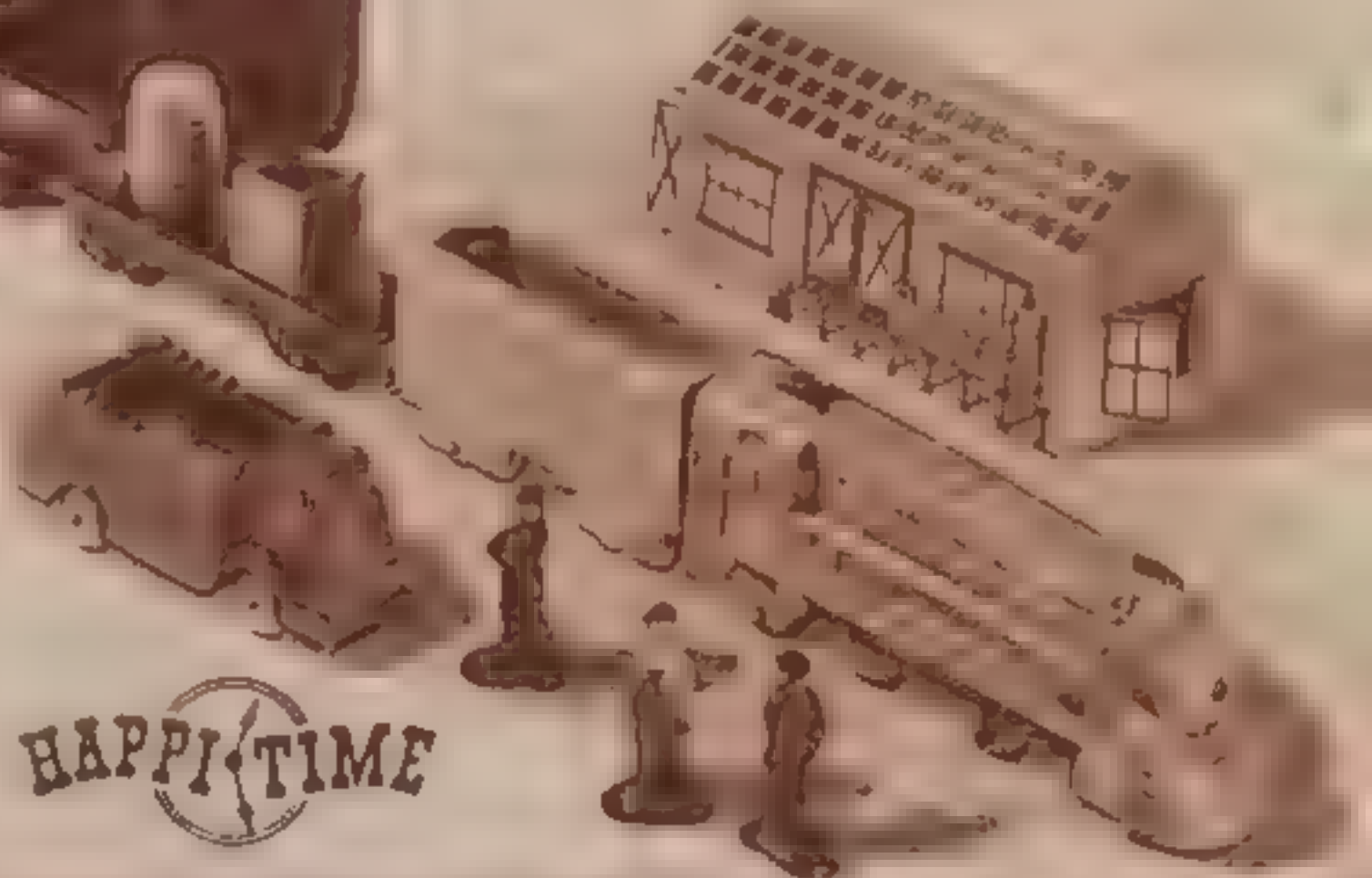
New! Sears Exclusive All-Rubber Train Set

- 37 inches long . . . engine and tender alone 10 1/2 inches long . . . 3 colorful cars . . . 3 trainmen . . . stake truck, etc. . . . All adding up to greater play value than ever before!

98¢

All rubber construction makes this the safest type train for tots. It's washable, practically unbreakable, has no sharp edges to scratch furniture. So gaily colored it looks as realistic as a steel train. Imagine little tots loading freight cars with the barrel, milk can and box, arranging the trainmen in their proper places. Tender has opening for "coal", dump car really works—as does the crane. Everything's made of rubber for harmless fun. Packed in colorful box that sets up into realistic looking station. Another toy worthy of Sears Happi-Time name, your assurance of the utmost value for your money. Shipping weight, 2 pounds.

49 N 6430—Sears New, Improved All Rubber Train 98¢



Sanitary-Washable Rubber

- Soft latex rubber.
- Bright, harmless colors right in the rubber (not painted on).
- Each with whistle voice.

23¢

Choice

Cute little "chewy" toys fine for baby's gums, strengthen them and makes them healthy. Ideal gifts for tiny tots. Shipping weight, 4 ounces.

Funny Clown (A)
6 inches tall.
49 N 4421 23¢

Baby Panda (B)
4 3/4 inches tall.
49 N 4420 23¢

Bye-Bye Baby

(C) Stands 8 in. high. Teething on his hat to leave soft, curvy how low latex deal with button whistle in his back. Non-poisonous permanent colors in the rubber, not painted on. Shipping weight, 10 ounces.

49 N 2901 25¢

Rubber Balls

Two, colorful, 6-inch air-filled balls bing and bouncy! Gay colors and attractive designs fun for baby.

(D) 49N4405 Cross-cent design. Shipping weight, 12 oz. **23¢**

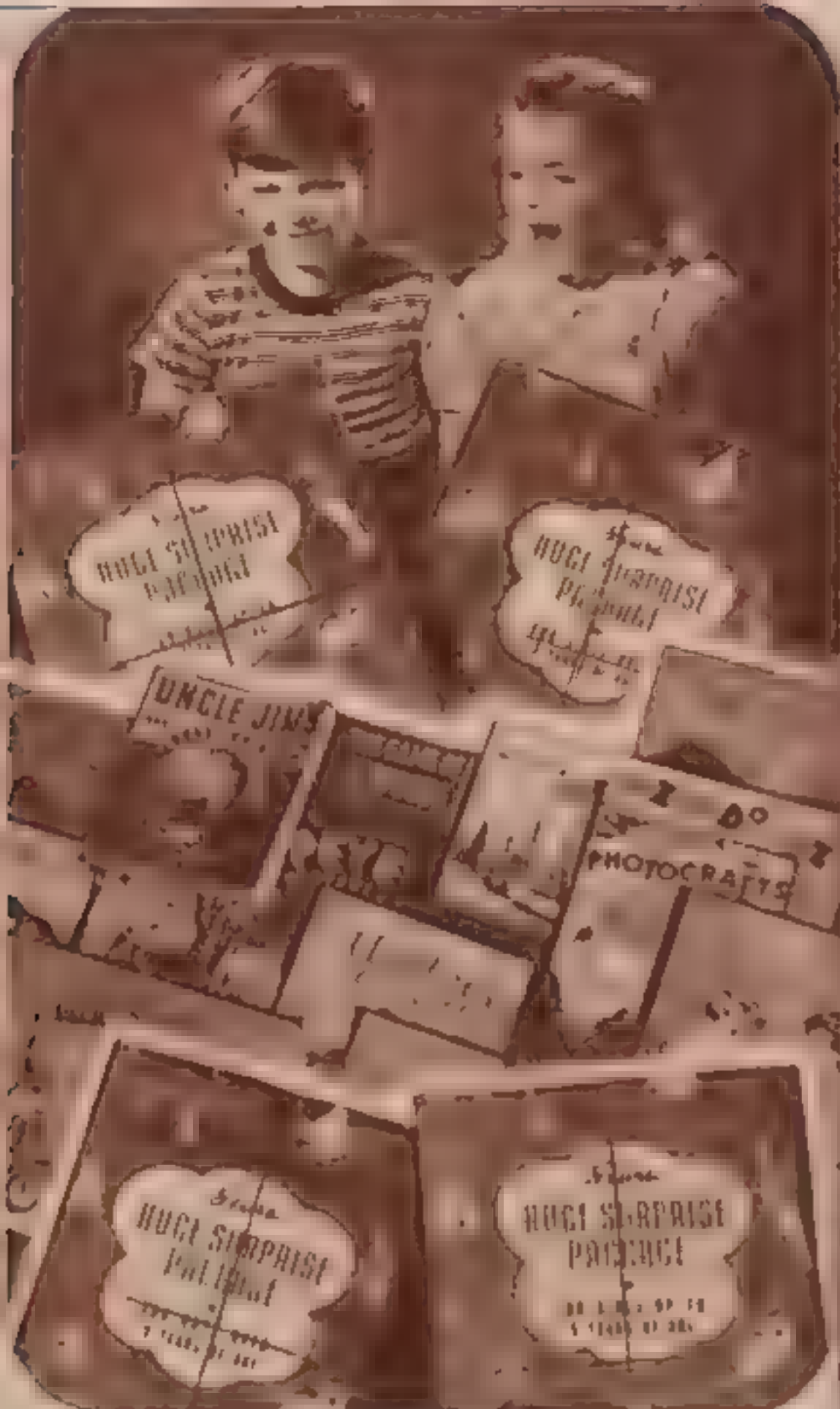
(E) 49N4415 Modernist design. Shipping wt., 12 oz. **23¢**

18 Gay Balloons in All Shapes and Sizes

A fat pig that puffs up to 11 inches long. You tweak his tail to seal the air. Tweak it back again if you want a noise maker while the pig in effect. Plus 3 other balloons have noise makers. Peter Rabbit also love to sell a test up form standing 15 inches. A serpent he inflates to 16 inches. Archy, balloon expands to 12 in. Plus others. 18 in all in a variety of sizes, shapes and bright colors. Children will love this assortment. Balloons would be lots of fun at parties.

25¢

49 N 6441—Shipping weight, 4 ounces. 18 for **25¢**



NEW!

Teddy Tooter!

- Blasts horn.
- Head rocks.
- Sturdy—best... biggest of its kind we know of.

98¢

Teddy sits on his colorful rolling bandstand, rocking back and forth, blowing tuneless blasts on his big horn. Bandstand lithographed in 4 colors conceals bellows which blow horn. Sturdy wood, 11x5 1/2 x 14 in.

49 N 5452 Wt. 4 lbs 98¢



NEW!



Huge Surprise Package Scoop

25¢

- 45¢ values amazingly low priced.
- Contents planned for exciting finds.
- New kiddie wrapping—Sears design.
- Each package has 3 to 5 thrillers.

Sears contracted for huge amounts of books, games, puzzles, etc., from a world-famous manufacturer. Values are so great that demand may force us to vary the items. Shpg. wt., 2 lbs.

For Boys Under 5 Yr. 49N7005 25¢
For Boys Over 5 Yr. 49N7006 25¢
For Girls Under 5 Yr. 49N7007 25¢
For Girls Over 5 Yr. 49N7008 25¢

Quacky Family!

47¢

Waddle waddle and Quackity-quack! Mama Duck and 3 Baby Ducklings all in a row 16 in. long. Rubber joints detachable to make 4 toys. Colorful wood bodies. Mama Duck has voice rubber bill and tail.

49 N 5430 Wt. 1 lb 47¢

Tot's Choo-Choo

25¢

Clear the track! Here comes Donald Duck at the throttle of a clever little engine. Big shiny locomotive bell rings lustily as you pull Donald along! Metal boiler on wood base vividly colored.

49 N 5416 Wt. 1 lb 25¢

Musical Chime

25¢

Enjoy the merry tunes as you push this gaily decorated roller chime from room to room! Music maintains the same low, pleasant pitch no matter how fast you go. Has 17-inch wood handle 4 1/2 x 9-inch metal roller.

49 N 5404 Wt. 12 oz 25¢



Guide-Along Scottie!

89¢

Turns right, left, runs straight or in a circle, lightening or retreating leash does the trick. Remote control. Clockwork motor; brake. Almost life size 12 1/2 x 3 1/2 x 6 1/2 in. high. Metal body, ears, wagging tail of rubber.

49 N 5754—Shpg. wt., 2 lbs 89¢

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Latest Designs, Heavy Steel, Colorful

25¢

Loads of play value for little money. Shiny bumpers, streamlined bodies. Not only fine toys for youngsters, but grown ups often actually collect them and prize their collection as a hobby. Cars average 10 1/2 inches long. Roll easily on sturdy wood wheels. Shipping weight, 1 lb 5 oz.

(A) Work Truck

Body dumps. Has wheelbarrow, shovel. 49 N 6103 25¢

(B) New Roadster

Has driver in seat. Up to date. 49 N 6102 25¢

(C) Fire Chief

Bell clange as it rolls on floor. 49 N 6101 25¢

Ringin' Bus!

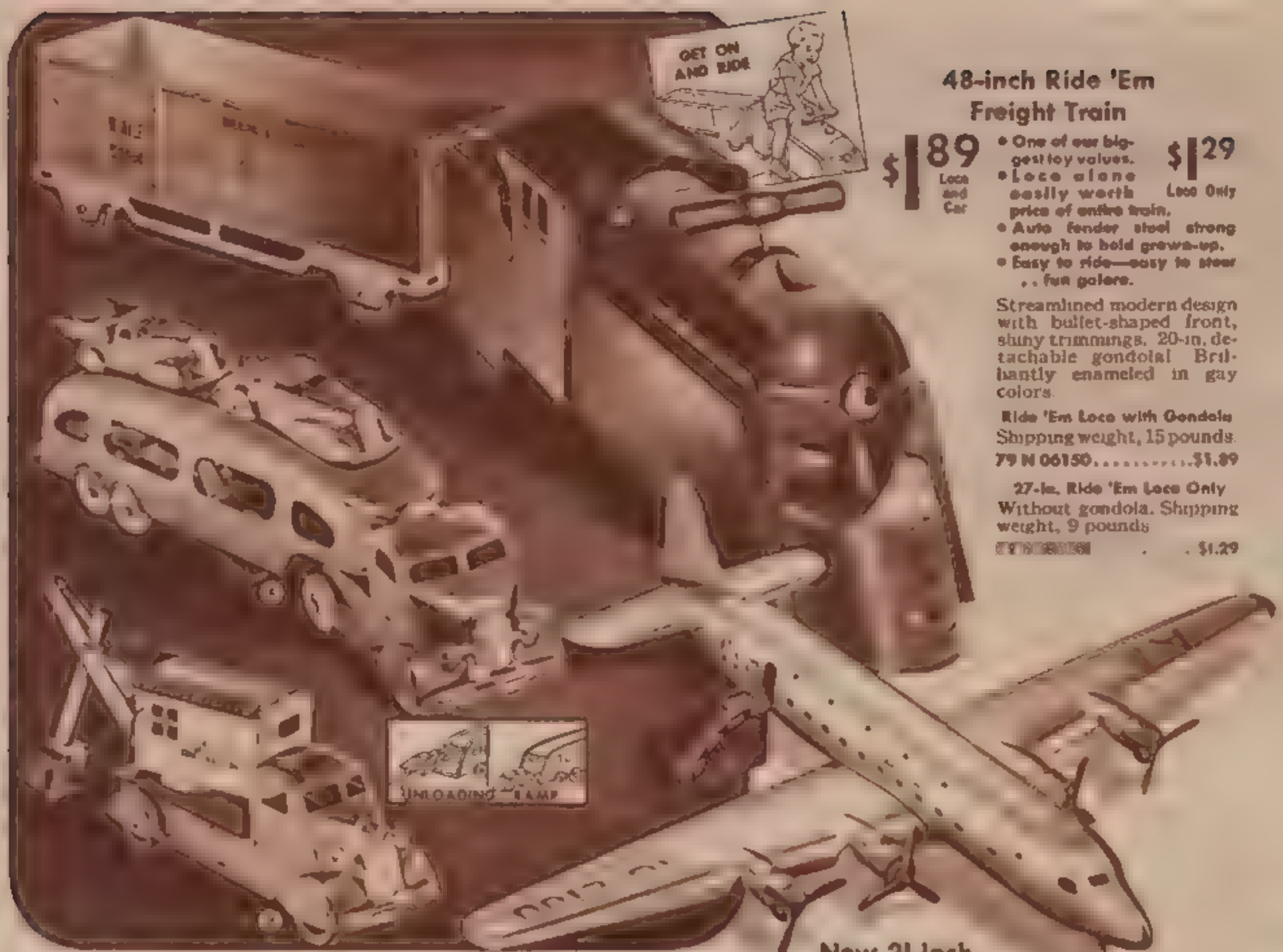
39¢

(D) New! Bell rings as bus is pulled along. Colored sturdy metal. 1 1/4 inches long. Shpg. wt., 1 lb 8 oz. 49 N 6132 39¢

Horse Chime

49¢

(E) Pull or push—hear soft, tinkling music. Colorful roller Metal 9x4 1/2 in. Shpg. wt., 1 lb 10 oz. 49 N 6131 49¢



48-inch Ride 'Em Freight Train

\$1.89
Loco
and
Car

- One of our biggest toy values.
- Loco alone easily worth price of entire train.
- Auto fender steel strong enough to hold grown-up.
- Easy to ride—easy to steer . . . fun galore.

\$1.29
Loco Only

Streamlined modern design with bullet-shaped front, shiny trimmings, 20-in. detachable gondola! Brilliantly enameled in gay colors.

Ride 'Em Loco with Gondola
Shipping weight, 15 pounds.
79 N 06150.....\$1.89

27-in. Ride 'Em Loco Only
Without gondola. Shipping
weight, 9 pounds
79 N 06151.....\$1.29

Swing 'Er—Dump 'Er

- This scoop shovel really works—picks up and drops load. Turns on a swivel so that you can scoop from any angle. Turn crank on side of cab to raise or lower shovel, pull cord to drop your load. Heavy gauge steel, finished in bright enamel. 22 1/2 inches long, shovel extended; 9 1/4 inches to top of boom.

89c

49 N 6146—Shpg. wt., 4 lbs., 89c

21-inch 3-Car Transport!

- New cab-over engine hauler, 8-wheel trailer. It's real fun to play cross country, new car "delivery service"—lower the ramp, let car roll out from lower deck, then attach the 12-in. skid rails and let the other two streamlined cars roll down. It's endless fun. Colorful auto fender steel. Cars average 6 in. Detach trailer by lifting hand lever.

98c

49 N 6152—Shpg. wt., 5 lbs., 98c

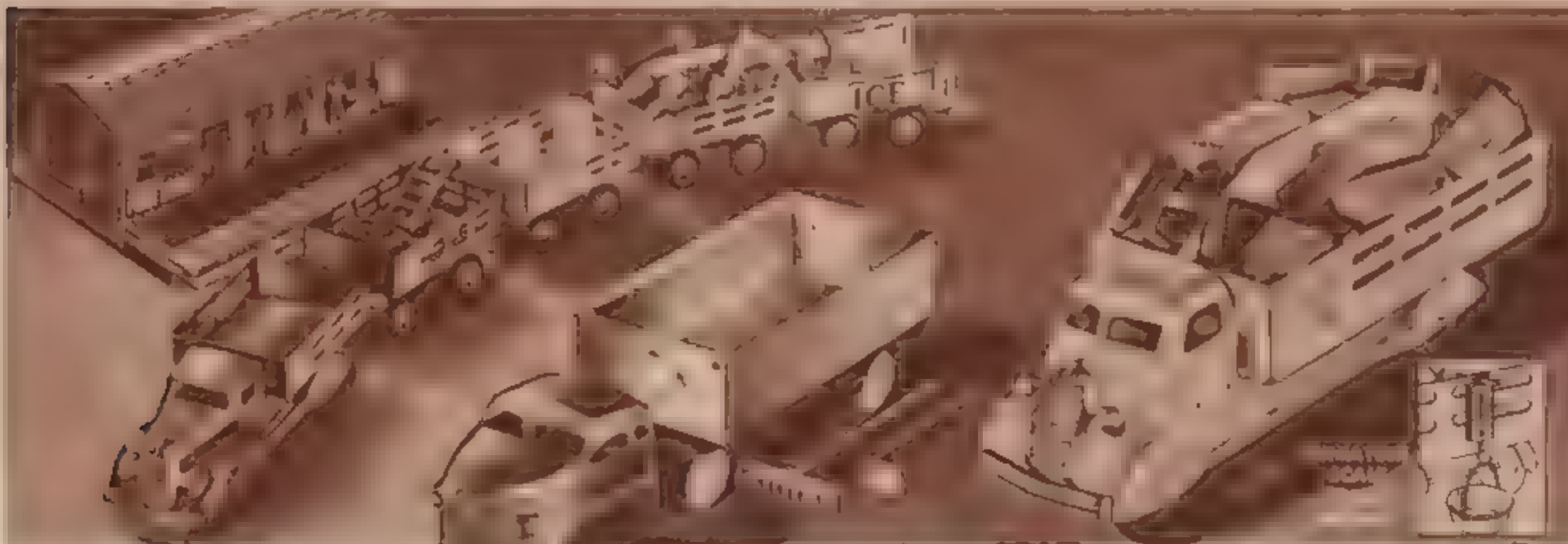
New 21-inch 4-Motor Airliner

- 27-in. wingspread; 40 passenger model
- Silvery color steel—tricycle landing gear
- Steel loading ramp with wheels for passengers; hinged door.

98c

What fun to play-pilot this huge airliner for a cross country jaunt, carrying passengers on a sky ride. Land again, roll the loading ramp over. Latest "American Airlines" sleeper plane, door in fuselage opens, too. Dual, wood landing wheels and guide wheel under nose for easy rolling on floor.

79 N 06151—Shpg. wt., 5 lbs., 98c



He'll Be Proud to Own This!

- 5 unit truck train, 40 in. long, over 20 pieces.
- Detachable steel trailers, loaded with toys.
- Box makes 17-inch platform station.
- Sturdy steel 10-in. truck; four 5 1/2-in. trailers all on wood wheels. He in "business" on a large scale . . . baggage express with meat truck and haul truck, pick up, deliver milk, groceries, or ice. Colorful.

98c

49 N 6163—Shpg. wt., 6 lbs., 98c

Side Dump Unloading

- 17 in. long overall; heavy steel.
 - Tray or is detachable from truck.
 - With miniature hoe and rake.
- Something new—a model just like the new trucks you've seen on big construction sites. The very latest style dumping arrangement, which discharges its load on the side. Lever hoists dump body and automatically pushes out the side to permit load to slide out. Detach, lower the lever, and trailer will stay in a level position.

59c

49 N 6128—Shipping weight, 4 pounds, 59c

Weigh Groceries You Deliver!

- 18 in. long; white enameled
- Heavy gauge auto body steel.
- Body has removable partition.
- Truck has shiny radiator, dummy headlights, oversized stake body. Scale and pan on a metal bracket—weigh every order. Supply of tiny empty cartons of known brands.

89c

49 N 6140—Shipping weight, 6 pounds, 89c

◇◇ PAGE 51. TOYS



De Luxe Tot Bike Two-Tone Finish

\$1.00

- For tots up to 2½ years the best, safest first bike.
- A million pleased customers! Built to sell for \$1.50.
- 1¼-in. tubular steel frame usually found only on \$3 bikes.

• Frame electrically welded to rear steel step plate—no bolts to come loose.

For a wee one just past the toddling stage! Not only for good times—it helps build a strong, sturdy body, too. Adjustable shaped steel saddle with narrow front for easy pedaling; smooth turned-over edges for extra safety. Embossed steel handlebars with smooth turned edges, 8¼-in. double disc steel front wheel, 5-in. rear wheels with ½-in. tires. Rubber grips and pedals. Gay red enameled frame, ivory colored wheels, handlebars. Healthful fun the year 'round!—It has the Sears quality you've learned to connect with durability and value. Mailable.

79 N 08357—Shipping weight, 8 lbs. \$1.00



Horsie Shoo-Fly Rocker

\$1.79

Larger than some \$3 Shoo-Fly—32½ in. long. Smooth fun for 2 to 4! A better than ever, gayer than ever Horsie Shoo-Fly rocking horse. Sturdy 1-piece, 3-ply wooden sides firmly put together with steel screws throughout. Safe foot rest. Vividly colored.

79 N 07554—Shpg. wt., 10 lbs. Mailable... \$1.79

A Real Wagon in Junior Sizes!

\$1.49

- Built like regular coaster wagons.
- Embossed 1-pc steel body, rolled edges.

89c

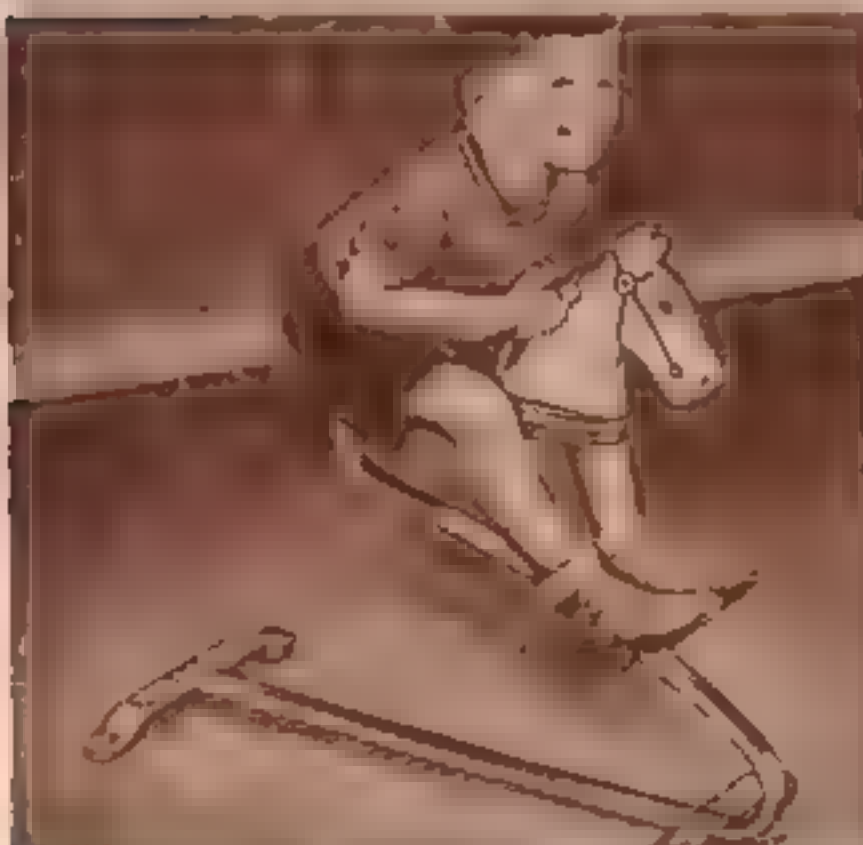
Baby Racer

Baby Pal

• Steel undergear. • Double disc steel wheels. Now he can have a real wagon just like Big Brother's! This bright red coaster, made just his size, will be a real thrill when he spies it under the tree on Christmas morning! Not just a pull toy. Sturdy and safe; body is enameled red, has no sharp edges to hurt Baby. Tubular steel tongue enameled black. Double disc, red enameled smooth-rolling steel wheels, ½-inch rubber tires. Order one of these wagons today and make some little tot's Christmas the biggest and best ever! For Easy Terms, see Page A, center of book. Both Mailable.

Baby Racer—24½ x 11¼ inches. 5¼-inch wheels. Shipping wt., 9 pounds.
79 N 07656 \$1.49

Baby Pal—20¼ x 10¼ inches. 4¼-in. wheels. Shipping wt., 8 lbs.
79 N 07653 89c



New! \$2 Value Charger

\$1.59

Flexible 1½-in. steel spring frame. Adjustable steel foot rest. Noiseless non-creeper steel standards, rubber feet. Wooden horse & heart handle grip. Silver and black enameled. Red shaped wood seat. 12½ in. long. Carries 50 lbs. For children over 2 years. 16½ x 21 in. Mailable.

79 N 07507—Shpg. wt., 9 lbs. \$1.59

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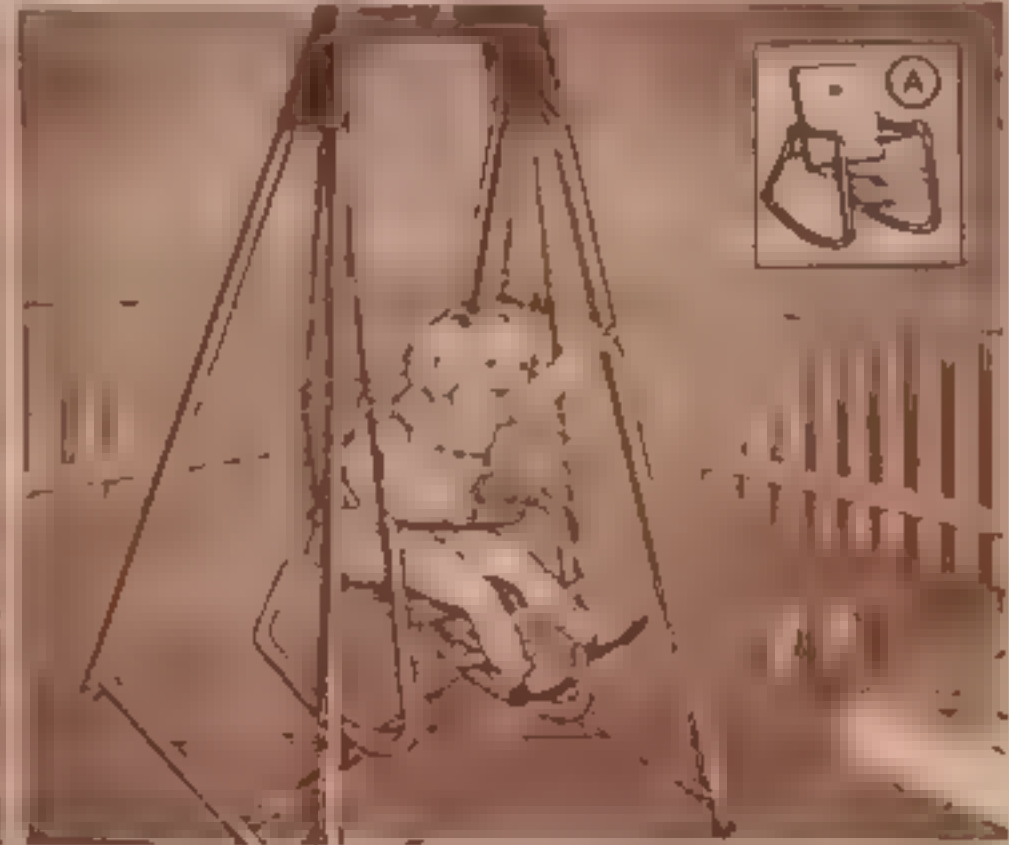


\$1.00 Value Horsie Rocker

79c

New wide 1-piece steel runner. Let them rock to and fro on this sturdily constructed non-tipping horse. Built close to floor. Little ones can climb off and on by themselves—no bumps and bruises from falling off, either! Built of ivory enameled sanded wood seat and head. New runner of semi-flexible steel makes easier, smoother rocking. Seat, 17½ in. long, serves as leg rest. Mailable.

79 N 07512—Shipping weight, 5 lbs. 79c

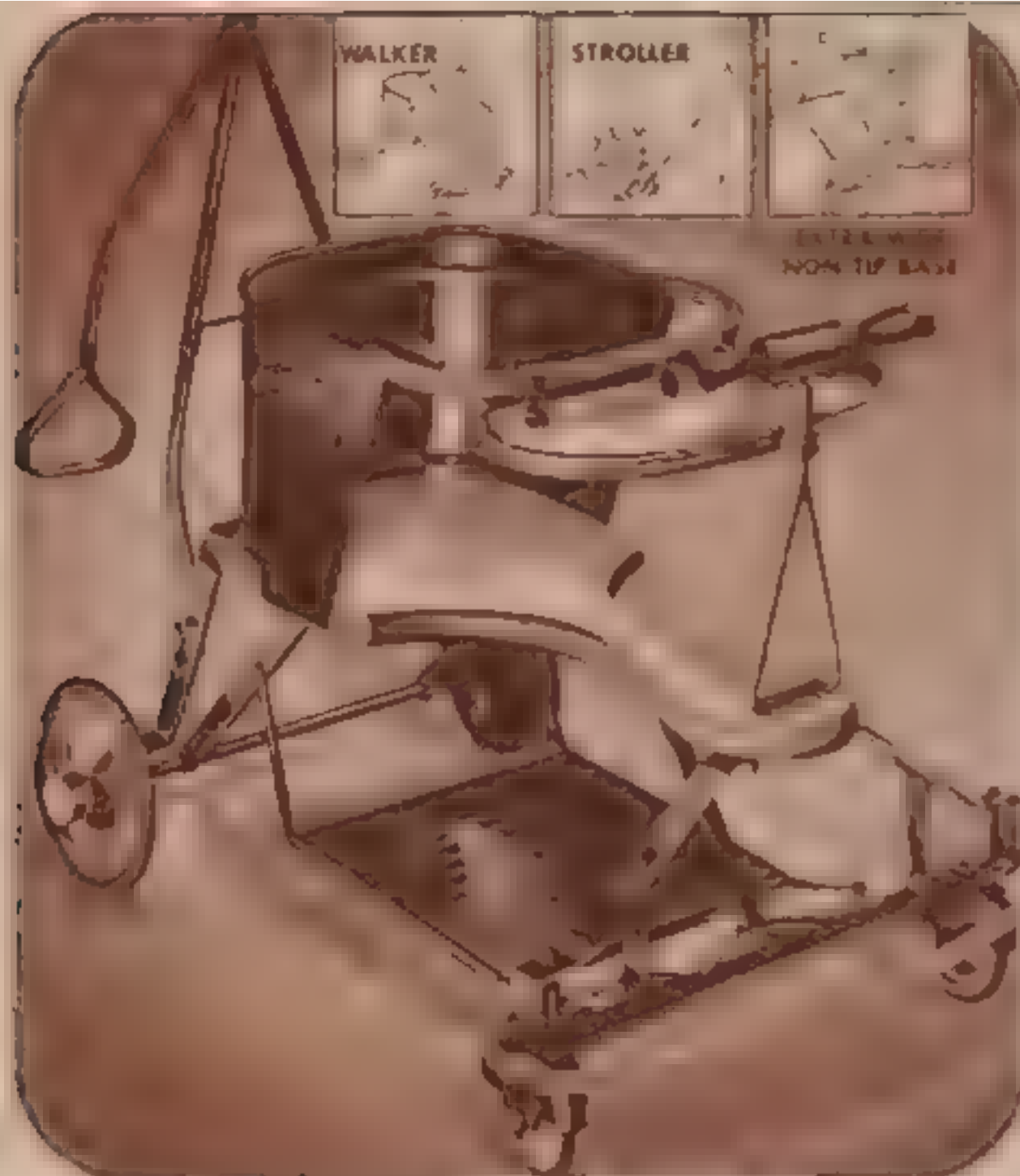


All Steel 2-in-1 Rock-A-Swing

\$3.69

Portable! For indoors or out—new fun for kiddies from 2 to 7. Just unnap the chains and you have a modern rocker with long steel runners and arm rests. Red enameled shaped steel backrest and seat—adjustable safety strap. Rugged socketed frame of enameled steel, rubber feet. Reinforced 1-piece steel top. Rust-resisting steel chains. Stand overall ht., 48 inches. Ground or floor space needed, 28x34 inches. Rocker. See A1—suggested set up frame taken apart, easily assembled. Not mailable.

79 NM 7660—Shipping weight, 17 pounds... \$3.69



Push or Pull Walker-Stroller

- Extra wide to avoid tipping.
- Folding steel handle—33½ in. high
- Removable steel footrest
- Easily worth \$4.00! Save at Sears!

\$1.98

Every Baby should have one! Develops muscles, encourages independence. 19 inches wide. Large shaped wood seat, 9½ inches from floor. 5¼-inch steel rear wheels, 1¼-inch rubber tires. Enameled steel toy tray. Front casters with fenders. Medium Blue and Ivory enameled. Washable. Mailed partially assembled, easily set up. Include one of these grand walkers in your child's Christmas order—Easy Terms available—it makes a grand, practical gift. Every one of the younger generation members who has tried it is admittedly "that way" about it—so don't delay your order for one for your own favorite youngster.

79 N 07525—Shipping weight, 13 pounds.....\$1.98



Merchandise
Value Ideal
Gift
Page C in
Center of Book

Nursery Horsie

- Sturdy wood construction.
- Usual \$1.00 value.

79c

A toy as strong and safe as mother could wish. Very best type for nursery riding—about 16 in. high. Solid wood construction, built to take lots of hard wear. Attractively painted with bright lacquer finish. Comfortable shaped seat 11 in. from floor just right for tiny tots. Artificial leather reins look real. Shipping weight, 4 pounds.

79 N 08076

79c

28-inch Stick Horse

Ride a cock horse to Banbury Cross! With bells jingling, gay tunes tinkling as Baby goes on a wonderful trip of make-believe, all the while he is getting lots of exercise to develop sturdy arms and legs. Attractive horse's head, brightly colored on both sides; steel wheels. Stick and horse's head are sturdy wood. Shipped partially assembled, easily set up. Shipping weight, 1 pound 13 ounces.

39c

79 N 08077

39c

Strollers and Doll Houses May Be Purchased on Easy Terms . . . For Details See Page A in Center of Book



Beautiful 4-Star Country Estate for Dolly

- Exclusive at Sears. Easily worth \$3.00.
- 7-room Georgian Colonial house of sturdy fiberboard. Full size, 35½x14½x16 in.
- 45 pieces of stunning metal furnishings.
- Estate has garden, fence, greenhouse, garage.

\$1.98

Just the right house for a little housekeeper's doll family! Red brick finish with white columns and printed green tile effect roof . . . like the old Southern Plantation houses. Open at back so you can rearrange the furniture every day. Windows have green shutters—windows at ends have awnings. Red brick fence at front. Picket fence on garden side. (Fence, 47½ inches long; 32 inches deep.) Garden, garage, greenhouse, and a 45-piece set of metal furnishings. Easily assembled by lock and tuck method. Can be bought on Easy Terms if part of a \$10 order. See Page A in Center of Book. Shipping weight, 7 pounds.

49 N 2134—Country Estate Complete .

\$1.98



7-Room Budget House for Dolly

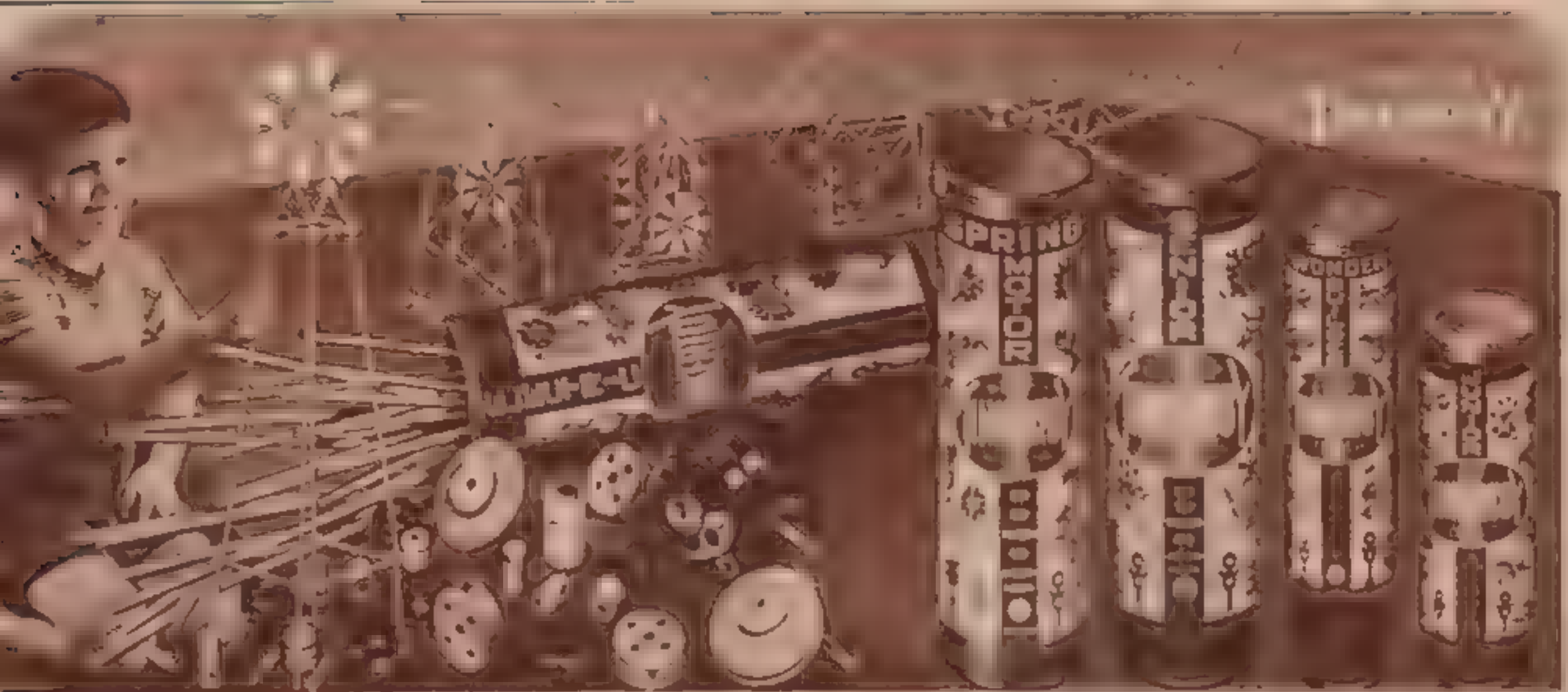
- 7-room English type house made of sturdy fiberboard, 31¼x16½x12 inches.
- Red brick and stucco effect finish walls.
- 63 pcs. life-like fiberboard furniture.

79c

For budget-wise little mothers too. Stairway, open fireplace; green window blinds. Open back to rearrange furniture; colorful 8-pc. living room; 5-pc. dining room; 3-pc. kitchen; two 6-pc. bedrooms; 3-pc. bathroom; 3-pc. breakfast nook; 1-pc. front porch; pictures, lamps and accessories.

49 N 2133—Shpg. wt., 3 lbs. 12 oz. Easy to assemble 79c

◇ PAGE 53 TOYS



Famous Tinkertoys—Now Greatly Improved! New Parts, New Models, New Directions!

No limit to the models that can be built! And what fun after you build them! Hundreds of toys that operate in the wind, by hand power or with sturdy motor that comes with the Electric Power or Wind-up sets.

Motor Driven Tinkertoys—195-Piece Sets

New models, new parts, new directions. Same contents as Senior Tinkertoy as right—Plus a strong motor that operates any model toy constructed from Tinkertoy parts. Fun for boys and girls.

Electric Motor Tinkertoy **\$3.89**
Underwriters Approved motor set. Operates on 110-120-volt A.C. Shipping wt., 3 lbs. 14 oz.
49 N 4714.....\$3.89

Wind-Up Motor Tinkertoy **\$2.69**
Spring-wind motor set for homes without electricity. Shipping wt., 3 lbs. 8 oz.
49 N 4713.....\$2.69

Smooth—Added white for h Tinkertoy pieces can be put together in many different ways without screws or bolts. All Tinkertoys are packed in attractive corrugated tubes with metal ends.

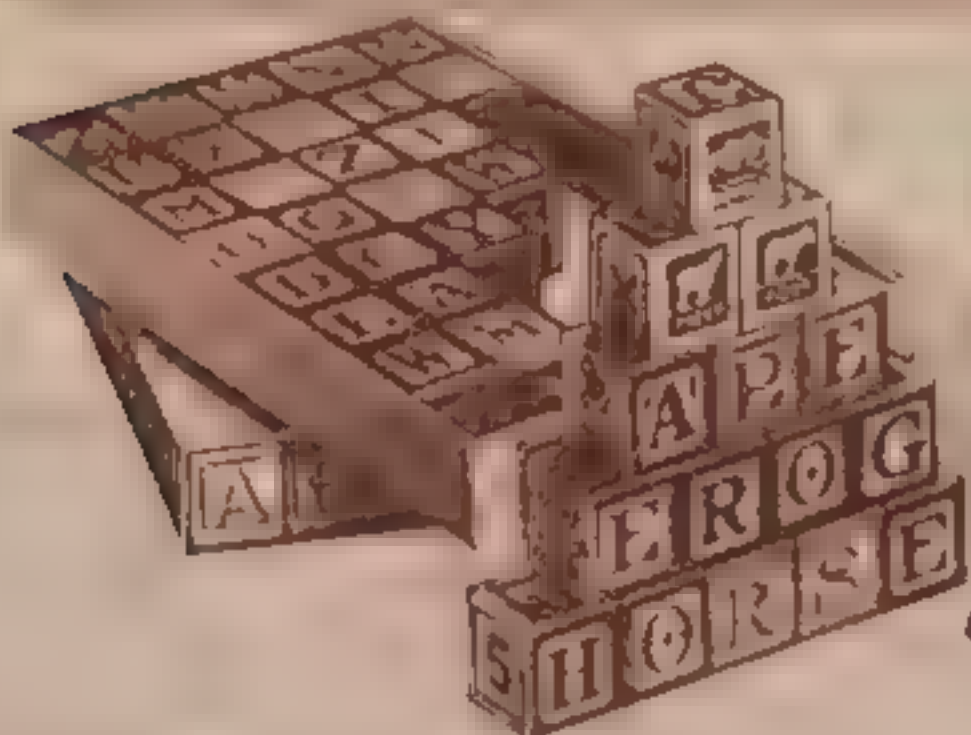
Practical Tinkertoys for Children of All Ages

New parts—New colors mean more play value and interest than ever before. Builds all kinds of fascinating and interesting models. The youngest child can be a real "engineer" with Tinkertoys.

Senior Tinkertoy **\$1.59**
194 Pieces. Builds larger models. Shpg. wt., 2 lbs. 2 oz.
49 N 4712.. \$1.59

Regular Tinkertoy **89c**
187 Pieces. The thousand wonder builder. Shpg. wt., 1 lb. 8 oz.
49 N 4711.....89c

Junior Tinkertoy **46c**
82 Pieces. Builds simple models. Shpg. wt., 14 oz.
49 N 4710.....46c

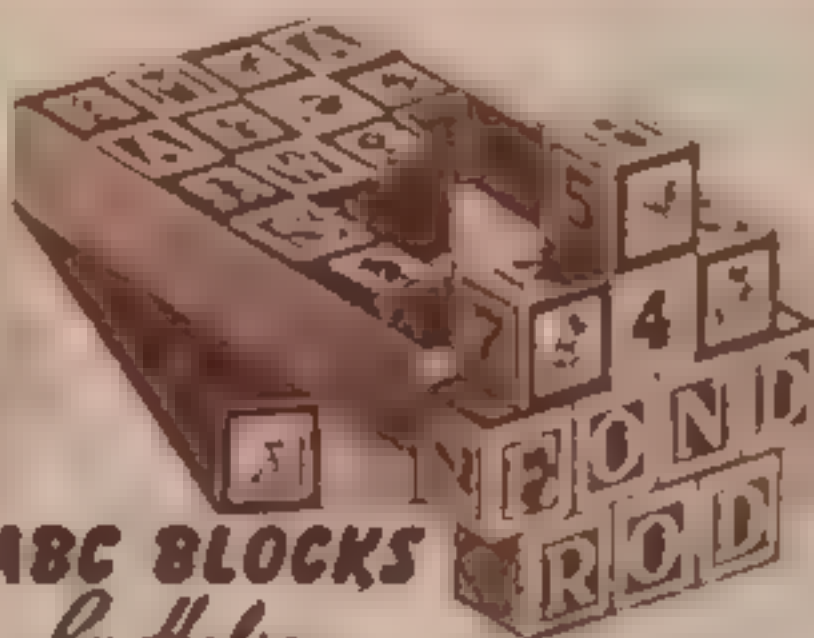


47c 40 Alphabet Safety Blocks

Modern 1 1/2-inch safety blocks, embossed in the brightest, gayest colors that ever caught an eye! Everything of child interest that can possibly be built into one set of blocks. Have safe rounded corners and edges and poisonous vegetable colors. 2 sides can be used with easy acquired letters and animals. Other sides printed. In Box, 10 1/4 x 6 1/2 x 1 1/2 in. Shpg. wt., 2 lbs. 3 oz.

49 N 3602.....

ABC BLOCKS By Halseam



25c 24 Disneyland Blocks

Walt Disney's familiar characters accurately reproduced on 1 1/2-in. colored wood blocks. Rounded corners and edges. Two sides embossed in harmless lacquers; other sides printed. In box, 8 1/4 x 5 1/2 x 1 1/2 inches. Shipping weight, 1 lb.

49 N 3603

25c



98c "Sock It" Bench for Tots

Little tots, pre-kindergarten age, get a lot of fun out of this toy! They hammer the pegs down even with the bench and then reverse the bench and pound the pegs back again. Natural color wood bench comes complete with 8 colored waxed wood pegs and wooden hammer. 15 1/4 x 26 in. deep. Shipping weight, 4 lbs.

49 N 3824 ..

98c



Cradle Phone

Perky little French phone with tea-stic dial and bell, Mickey Mouse and Donald Duck at receiver. Bright Red, 7 1/4 in. Shpg. wt., 8 oz.

49 N 2401. 1.35

Hear the merry music as top spins. Colorful metal.

7 x 5 1/2 inches
Shpg. wt., 12 ounces.

49 N 2392

23c

9 x 9 inches
Shpg. wt., 1 lb. 4 oz.

49 N 2393

45c

101-Piece Tot's Set

89c Six activities! Lots of fun to string beads, build with blocks, or play with hammer pegs. Three other sets teach colors. A wood box, 11 x 10 1/2 x 1 1/2 inches. Shpg. wt., 2 lbs. 6 oz.

49 N 3679—101 Pcs 89c

Whirling Pags

43c Eight-wheeled wooden wagon, 9 1/2 x 3 in. with colored bead tipped pull cord, 2 revolving wooden discs each containing 4 loose pegs. The idea is to match colors of pegs and insert in proper holes. Painted in bright colors. Shipping weight, 1 lb. 10 oz.

49 N 3682.....43c

Triple Peg Towers

43c A simple, constructive toy to give your child hours of fun. Each of the three 3 1/2-in. pegs on a 9 x 4-in. wooden base holds 4 vari-colored wood pieces in graduated sizes. Since the pieces are in 3 shapes—round, hexagon and square—the idea is to fit all the same shaped pieces on one peg.

49 N 3683 Shpg. wt., 1 lb 14 oz 43c



Play an Accordion!

89c Nickel plated metal trim - **\$2.59**

Durable paper bellows. Made in Japan

8-Key 5 below 16 notes, 1 base key 8x3 1/2 in. Wt. 1 lb. 49 N 2371 89c

10-Key 8 below 20 notes, 3 base keys 8x3 1/2 in. finish 9 1/2 x 4 1/2 in. Shpg. wt., 2 lbs. 49 N 2372 \$2.69

11-inch Drum

89c Rat a tat tat! Beating your drum, you march proudly along!

It's loads of fun to play woddler. Swing this clear sounding drum over your shoulder, pick up the drum sticks, and away you go! Play on either head—one is skin, the other tough cloth. Metal shell. Web strap, braided snares. Pair sticks. Shpg. wt., 2 lbs. 79 N 02496.....89c

12-in. Snare Drum

\$1.89 A drum with two genuine calf-skin heads! 3 snares.

Watch your friends' eyes open wide when you show them this beauty! Shell made of strong oak, colorfully decorated. Shiny metal rims. Braided shoulder strap. Two drumsticks. Sturdily constructed. Shpg. wt., 3 lbs. 79 N 02499 . . . \$1.89

14 1/4-in. Cornet

49c 8 keys that you push down for the different notes. You can play real tunes on this dandy cornet.

Just like a big instrument! Bright shining nickel plated metal. 14 1/4 in. long, and the base is a full 3 1/2 in. across. A fascinating toy. Gayly colored ribbon cord. Made in Japan. 49 N 2302 Shpg. wt. 6 oz 49c

8-Key Saxophone

49c 8 metal keys, 14 in. overall with 1 1/4 in. sound horn.

Let the kiddies organize their own swing band! Start with this easy-to-play saxophone. Fun and instructive, too. Nickel plated instrument has simple reed arrangement—ebony finish wood mouthpiece. Made in Japan. 49 N 2303 Shpg. wt. 6 oz 49c

PLAY-A-WAY BOOK PIANO!

The Fun Way to Teach Your Child Music!

- New Improved Clear Tones. **\$1.25 Value**
- True-Tuned 12-Key Metal Piano.
- 16 Songs Attached to Piano!
- Novel Way to Make Any Child a Musician.

94c

Here's a gift that will fill little hearts with music—a baby grand piano that's so easy for chubby fingers to play! Watch those youngsters' eyes open wide when the top of the piano is lifted—and a gloriously illustrated song book pops into view! You see—the top of this surprise piano is really a song book containing 16 tunes that children love! This educational instrument has a 12-note keyboard tuned to perfect pitch—with patented leather-touch key action. Made of metal, 9 1/4 x 9 1/2 x 28 3/4 in. high. Playing instructions included—easy for any child to follow immediately. A durable, well made toy—comes in assorted piano finishes.

49 N 2384—Shipping weight, 2 pounds. **94c**



NEW! Electric Phonograph in Carrying Case

- Compares with \$6.50 values elsewhere. . . . Plays up to 12-in. records. . . . Self starting motor. Built in to leather-like, paper covered wood case.

\$3.98

Be the hit of the party with this dandy phonograph real tone quality! Easy-to-carry case . . . all in air plane luggage. Size, 13x11x6 in. . . . Clocked to 2 snap locks. One record clamp and needles. Instructions. 49 N 2465—Shipping weight 8 pounds **\$3.98**

Set of 3, Double Faced 7-Inch Records

Titles: Lazy Mary Will You Get Up—Happy Birthday—London Bridge—I Had a Doggie—Farmer in Dell—Good Morn. May Sunshine. Shpg. wt., 1 lb. 4 oz. 49 N 2466..... **45c**

Titles: Jack and Jill—Oh Dear What Can Matter Be—Little Bo Peep Twinkle Twinkle Little Star—Old King Cole Little Boy Blue. Shpg. wt., 1 lb. 4 oz. 49 N 2467..... **45c**



Deluxe-Ebony Color

Better quality, finer finished, clearer tone grand pianos . . . little fingers on the road to music! It's easy to teach your child the scale and simple tunes on this beautiful charm tone piano. Scale numbers are marked on the imitation ivory keys. Top opens in true baby grand style! Hinged keyboard cover keeps dust out of keys. Made in Japan

15-Key \$2.39 **\$2.75 Value!** Size 14x12 1/2 inches. Height open, 11 inches. Shpg. wt., 4 lbs. 11 oz. 49 N 2433 \$2.39

16-Key \$2.98 **\$3.50 Value!** Size 15x14 1/2 inches. Height open, 11 1/2 inches. Shpg. wt., 5 lbs. 5 oz. 49 N 2434 \$2.98

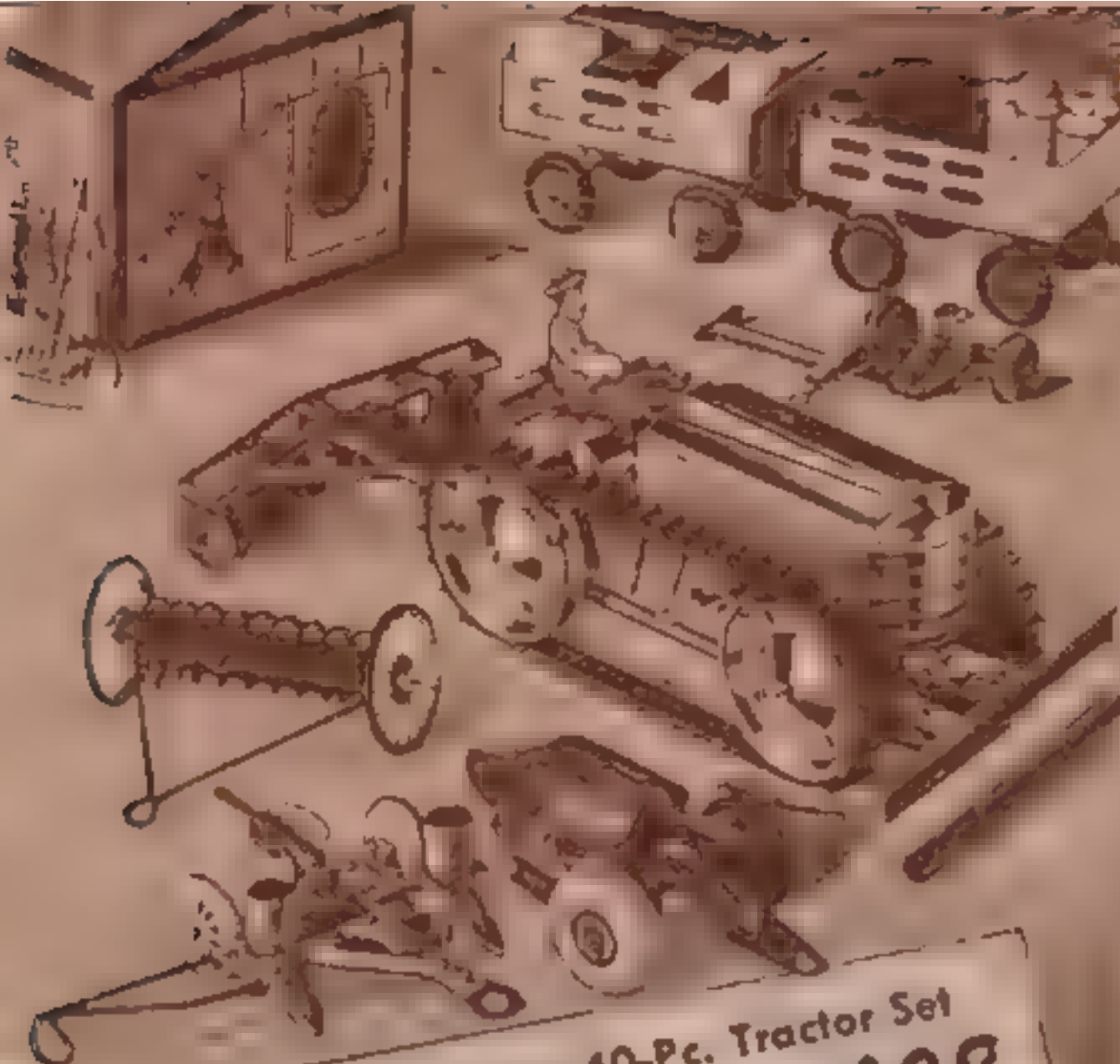
Economy Grand Pianos

Chime-tone, usually found only in more expensive toy pianos! Oak finished hardwood. Give make-believe concerts, play real tunes. Made like a real grand piano. Imitation ivory keys printed with scale numbers. Made in Japan

8-Key 69c **\$1.50 Value!** 9 1/4 x 10 3/4 x 3 3/4 in. high. Shipping weight, 1 lb. 12 oz. 49 N 2428 69c

12-Key 98c **\$1.75 Value!** 10 1/2 x 11 x 3 3/4 in. high. Shipping weight, 3 lbs. 3 oz. 49 N 2431 98c

15-Key \$1.98 **\$2.50 Value!** 12 1/4 x 13 1/4 x 3 3/4 in. high. Shipping weight, 4 lbs. 2 oz. 49 N 2432 \$1.98



Up Ho Goos!
Pull string Zipper
cylinder
Lead for play
16. Heads and
feet colored
metal, 10x4 inches.
Shpg. wt., 10 oz.
49 N 5704... 25c

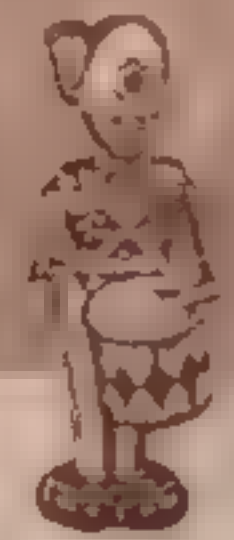
Whirls, Glides!
Just
pull and
glides
skater wheels and
wheels on a
Pull as the
colored metal, 5 1/2 in.
tall. Shipping
weight, 10 ounces.
49 N 5707... 23c

On the Milk Route
Start a milk
route with this
set of 10 in.
metal wagon
and horse. Strong motor,
key attached. Shipping
weight, 3 pounds.
49 N 5714... 25c

Amazing 40-Pc. Tractor Set

\$1.98

- Powerful 8 1/2-in. Copper Color Climbing Tractor has New Shape Radiator
 - 8-in. Mower with Teeth Which Move Automati- cally Like a Real Mower
 - 6 1/2-in. Realistic Hay Rake with Dumping Lever That Works
 - Plus All These: 2-Gang Plow, Scraper, Disc Harrow, Corn Planter, 2 Steel Trailers...
 - Many More Totaling More Than 40
- Attach equipment individually to the power- ful sure grip rubber tread tractor. Clock work motor, speed governor maintains lum- bering pace. Gang Plow, 6 in. Harrow, 2 in. Corn Planter, 5 in. Scraper 5 1/2 in. 2 Trailers each 5 1/2 in. Miniature shovel, pitch- fork, hoe and rake. All steel. Also a bag of various sized wood blocks. Box, 13x9x29 in. sets up into colorful shed.
49 N 5799 - Shpg. wt., 6 lbs. 8 oz. **\$1.98**



One Man Parade
Rat in lat
1. A 1.1
George
Lamb has
dramatically, mov-
ing his eyes from
side to side. He's
proud of his bright
under A. 1.1. 1.1
in high. Spring mo-
tor with key attach-
ed. Shpg. wt., 10 oz.
49 N 5703... 25c

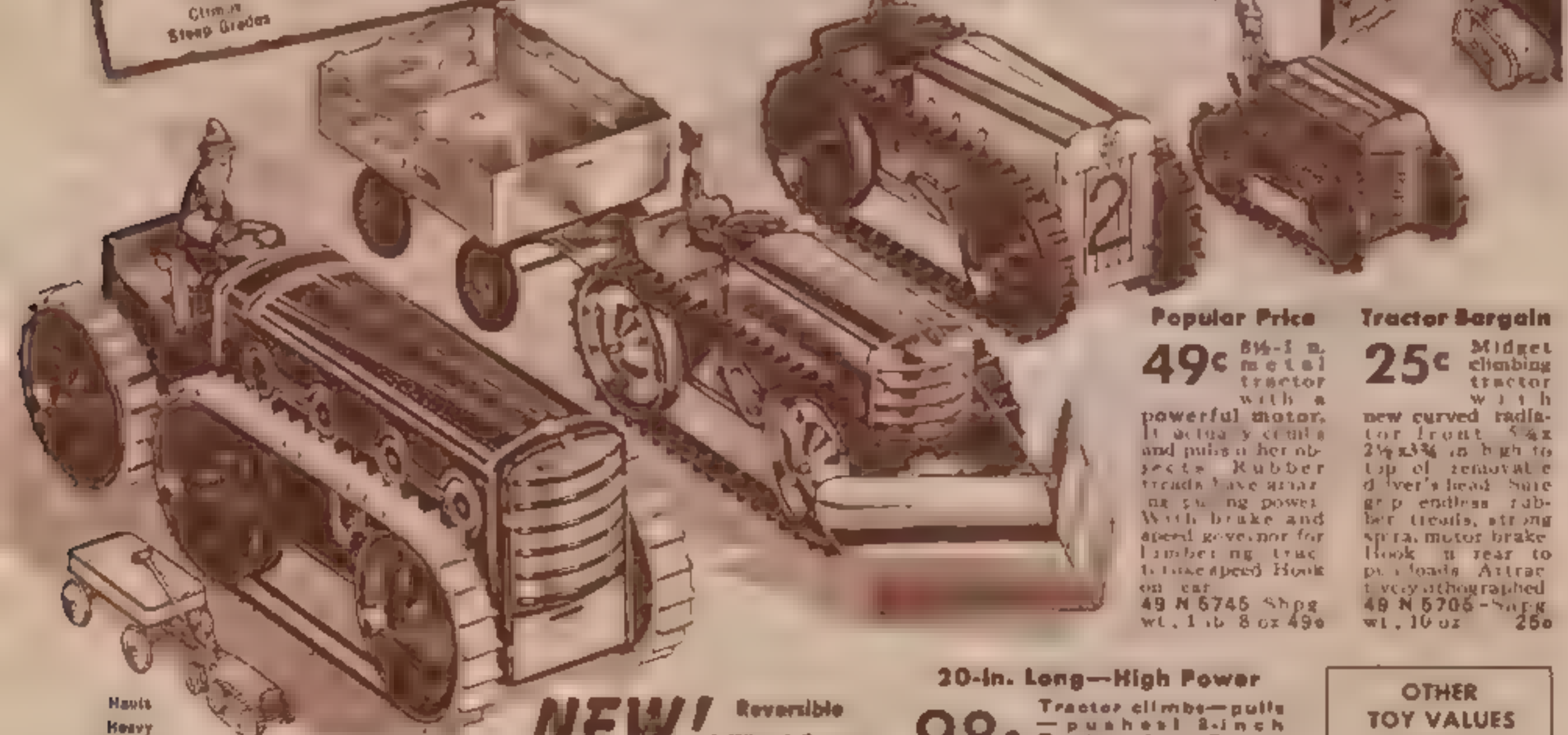


Angry Ferdinand
Lamb as
a lamb in
the fa-
mous mo-
vie Ferdinand. But,
when bee stings him,
he angrily thrashes
around, whirling his
tail. Metal 4 1/2 in.
high. Spring motor.
Key attached. Ship-
ping weight, 8 oz.
49 N 5702... 25c



"Hi-Yo Silver"
Radio and
movie fa-
mous Lone
Ranger with
bevel plowing, path
to go after gun shot.
He whips his horse,
too. Colored metal,
7 1/2 in. high. Spring
keywind motor. Key at-
tached. Shipping
weight, 8 ounces.
49 N 5712... 25c

ALL SEARS TRACTORS ARE HILL CLIMBERS



Popular Price
49c 8 1/2-in. m. metal tractor with a powerful motor. It actually crawls and pulls a heavy ob- ject. Rubber tread have max- imum power. With brake and speed governor for lumbering trac- tor. Take speed hook on car.
49 N 5745 Shpg. wt., 1 lb. 8 oz. 49c

Tractor Bargain
25c Midget climbing tractor with new curved radi- ator front. 5 1/2 x 2 1/2 x 3 1/2 in. high to tip of removable driver's head. Sure grip endless rub- ber tread, strong spring motor brake. Look a rear to pull loads. Attract- ively photographed.
49 N 5706 - Shpg. wt., 10 oz. 25c

NEW! Reversible 4-Wheel Tractor

\$1.89

- Reversible—runs forward or backward. Climbs 50° grades.
- Pulls with ease 35-lb. coaster wagon, autos, etc.
- New rounded front for more realistic streamlined appearance.
- Wide rubber treads give maximum traction, won't mar floors.

Talk about heavy duty—this little giant will pull more than twenty times its own weight. Super power clockspring motor, speed governor, brake. Climbs steep grades. Forward and reverse lever on side of driver's seat. All steel construction. Brightly colored. Size, 11 1/2 x 4 x 5 1/2 inches high.
49 N 5796—Shipping weight, 2 pounds 12 ounces, **\$1.89**

20-in. Long—High Power
98c Tractor climbs—pulls—pushes! 2-inch Trailer—Auto-Fender Steel. It's a thrill to watch this handsome copper colored 8 1/2 inch steel tractor climb grades and plow through mud. It's a 1 1/2 x 5 1/2 x 5 1/2 in. shaped de- tachable plow. Latest style tractor front makes it look even more power- ful. Sure-grip rubber tread develop traction power that takes 20 times its own weight to stop. Speed governor on powerful clock spring motor con- trols tractor like lumbering speed. Brake to start and stop.
49 N 5764—Shpg. wt., 2 lbs. 8 oz. 98c

OTHER TOY VALUES IN OUR BIG CATALOG
MERCHANDISE CERTIFICATES MAKE IDEAL GIFTS. SEE PAGE C IN CENTER OF BOOK



NEW! Stunt Plane Loops the Loop!

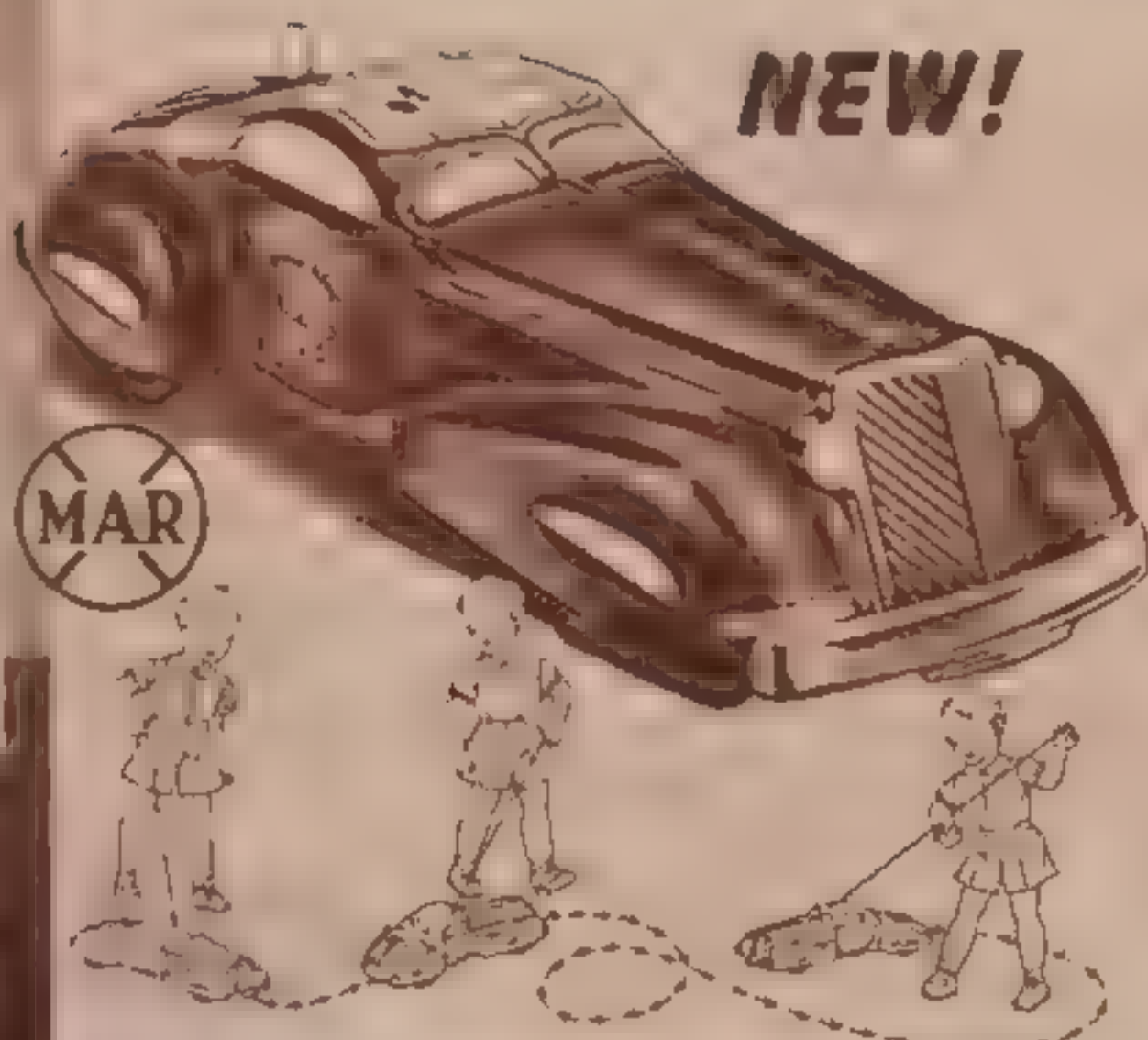
45c Greatest mechanical stunt you ever saw! Over and over it loops—about 10 times on one winding. Has not an expensive bright copper color finish, too! Just wind the clockwork motor, then watch it scoot along. Suddenly it stops and does a complete inside loop, then away it goes again! It's loads of fun! Even the grownups will go for it! 7½-in. wingspread, 5 in. long. Performs on any flat surface. 49 N 5739—Ship. wt., 12 oz. **45c**



NEW! "Sub" Navigates, Submerges, Rises Automatically

Beware, enemy battleships, this big submarine has spotted you! A slim, trim craft, first of its type made in America, it navigates partly submerged on the surface, dives gracefully, then rises to the surface again automatically. Angle and depth of dive controlled by movable fins in bow. Brightly colored steel. Shipping weight, 1 pound 10 ounces. **89c**

49 N 5762—Over 13 in. long. Powerful motor. **89c**



Drive-Your-Self Runabout Car

Look Daddy! It's amazing how I can control it to turn left, right, straight ahead or in a circle—just anywhere I want without touching the car! It's mystifying—tighten or lessen tension on cord and it obeys your commands. **89c** Remotely Controlled; the finest toy car in the neighborhood! Streamlined with long looking hood. Powerful clockwork motor with brake in sturdy steel body, 14 inches long.

49 N 5767—Shipping weight, 2 pounds. **89c**



Flipo—He Really Somersaults!

Here's a happy dog always ready to do his jumping tricks! Wind his clockwork motor and over and over he goes, one somersault after another. He always lands in a sitting position. Colored metal. Size, 2½x3¼x3¼ in. high. New clever action. **47c**

49 N 5730—Shipping weight, 10 oz. **47c**



Rollicking Rollover Pluto

Here he is! The sad-eyed, flop-eared, comical Pluto! Just wind the clockwork motor—he runs along the floor, then suddenly stops and rolls over completely. . . . and he does it many times on one winding! Strong metal, 9x2¼x4 in. high. **47c**

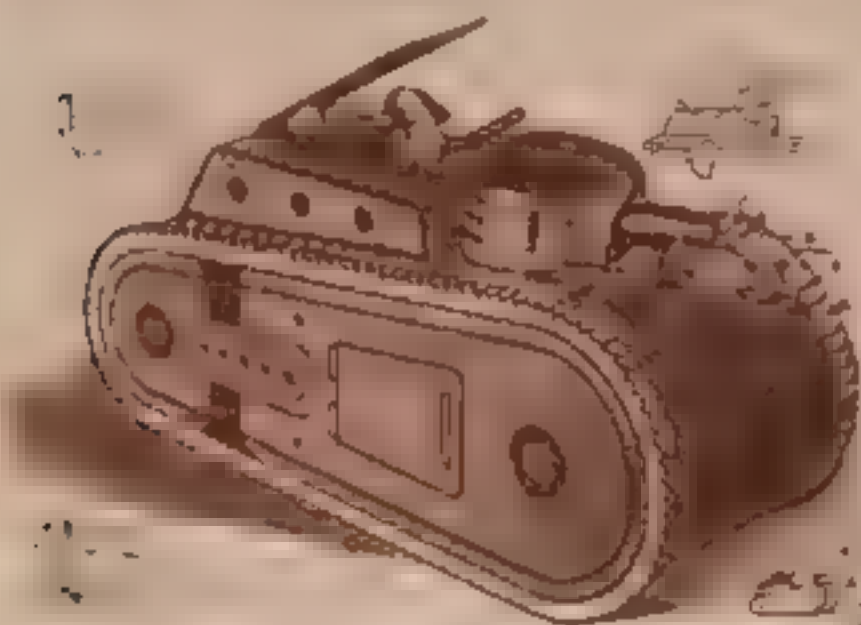
49 N 5734—Shipping weight, 12 oz. **47c**



This Hen Lays Egg and Cackles

This red hen performs in true barn yard fashion! Crank handle—she cackles proudly—and lays wooden egg! Enchanting toy for children—a laugh-riot for grownups. Brightly decorated metal, 5½x3½x4¼ in. high. No sharp edges. **39c**

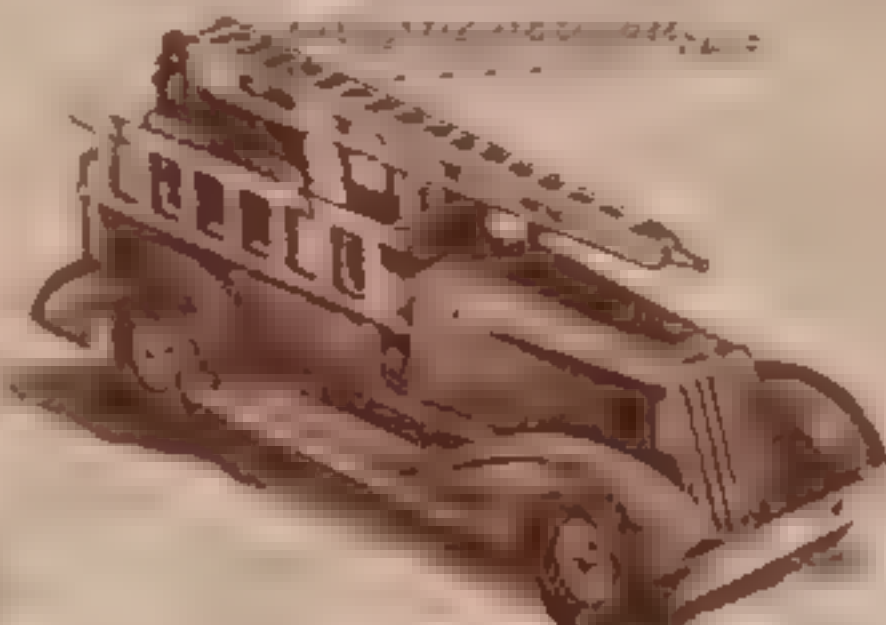
49 N 5766—Shipping weight, 8 oz. **39c**



Sparkling Fighting Tank

Runs fighting zig-zag fashion—sparks spattering from gun on turret. Boy! Does it put over a barrage! Not many toy armies can stand before its speedy maneuvering and powerful attack. Door flies open—doughboy pops out, aims, and takes cover. Action repeats many times on a single winding. Has powerful clockwork motor, blade of sturdy steel, with army colors and realistic details. Lots and lots of fun! 10 inches long. Brake. **94c**

49 N 5763—Shipping weight, 2 lbs. **94c**



It's a Four-Eleven Alarm!

Wheeeeel! Siren screaming, you dash off to the fire in your bright red 14-inch hook and ladder truck. Fire tower mounted on swivel—turns in any direction—raised by gear and crank—so you can put the fire out in tall buildings, too! Two dummy wood extinguishers. Two 8-in. detachable ladders fasten together so you can reach the upper floors. Truck auto-fender steel, clockwork motor. Soft rubber wheels. **98c**

49 N 5768—Shipping weight, 4 lbs. **98c**



Army Plane! Guns Spark!

The last word in a new giant Army plane! Has four propellers—double machine guns on each wing spouting sparks—pilots pictured in the cockpit, and a machine gunner in the cabin, watching for enemy planes. Colored metal military design. Wingspread, 18 in. Length, 13½ in. Runs along floor, powered by strong spiral motor. **49c**

49 N 5737—Ship. wt., 1 lb. 6 oz. **49c**

All Rubber FARM SET

New, Improved for
Christmas, 1940!

Easy on furniture
because it's rubber!
Crammed with fun
—you can hook up
the implements 101
different ways!

\$1.00

Harness the two horses and hitch 'em
to the shaft of the new farm wagon,
which has fifth-wheel so sharp turns
can be made. Even the horses are on
wheels; they alone will give hours of
realistic fun. Implements are built
like the famous Sears Bradley Farm
Implements. Farm wagon team, 9 1/4
inches long . . . others in proportion.
Colorful, sturdily built packing carton
sets up into miniature implement shed

- Engine thresher, dummy blower.
- Calf and colt. • Manure spreader
- Two miniature rubber milk cans.
- Realistic double gang plow.
- Large Graham Bradley Tractor.
- Modern hauler with large, roomy stake
trailer . . . 9 inches overall

16 Pieces in All. Shpg. wt., 3 lbs.
49 N 6456—Complete.....\$1.00

All the Rubber Animals and Imple-
ments on this Page have been Stud-
ied and Commended by the Service
Bureau of the Parents' Magazine.

Also, Toys Are Available on Easy
Terms; See Page A in Center of Book.

HAPPY TIME



★15-pc set . . .
\$1.50 value.
★2-horse farm
wagon is alone
worth 59c.
★All pcs. safe,
washable rubber. Harmless
colors, almost unbreakable.
★All implements roll easily on
rubber wheels.



Unsurpassed . . Worth \$1.50

Only at Sears! Rubber truck
and animals are noiseless,
harmless to child or furni-
ture. Equipped like a real
dairy farm, 101 ft. in on the
farm thresher. Big red barn with
bright green roof houses 6 cows
and one little calf. Modern, colorful, 4x1 1/4 x
1 1/4 in. easy rolling track 5 diam. hard
wood milk cans for full load. Barn, 13x8 1/2 x7 1/2
in. hgh, of "Tekwood," a strong, 3-ply. wood
center fiber board. New style dog le
tion roof, 7 large stanchions. Cut-out rail
suspends carrier for feeding cows; 6 "Tek-
wood" milk pails. All easily set up. Cows,
all breeds, natural colors and shapes; 3 1/2 x
1 1/2 x 7 in. tall. Calf in proportion.
49 N 6449—Complete. Shpg. wt. 3 lbs.. 98c

98c

- ★ Safe, washable, al-
most unbreakable
rubber cows, truck
- ★ Sturdy-built barn
of "Tekwood," 3-
ply wood center
board.
- ★ Harmless colors.
- ★ Easily worth \$1.50

58 • SEARS, ROEBUCK AND CO. ♦

All Rubber
10 in. Long
59c

• Front wheels really turn. Just like Dad's big farm wagon
• Great addition to toy farms. • Amazingly clever, worth 75c!
• Safe, washable, almost unbreakable, noiseless
Harness the horses 1 1/2 in. to the big wagon loaded with rubber milk
cans and barrels, then off to market. Farm wagon is like the big ones,
axle and front wheels are a separate detachable unit enabling turning
It or right (See A). 1 like brown horses are on wheeled platform
(See B). 2 harnesses (See C). 2 milk cans, 2 barrels. Colorful
48 N 6452—Shipping weight, 1 lb. 3 oz. Complete59c

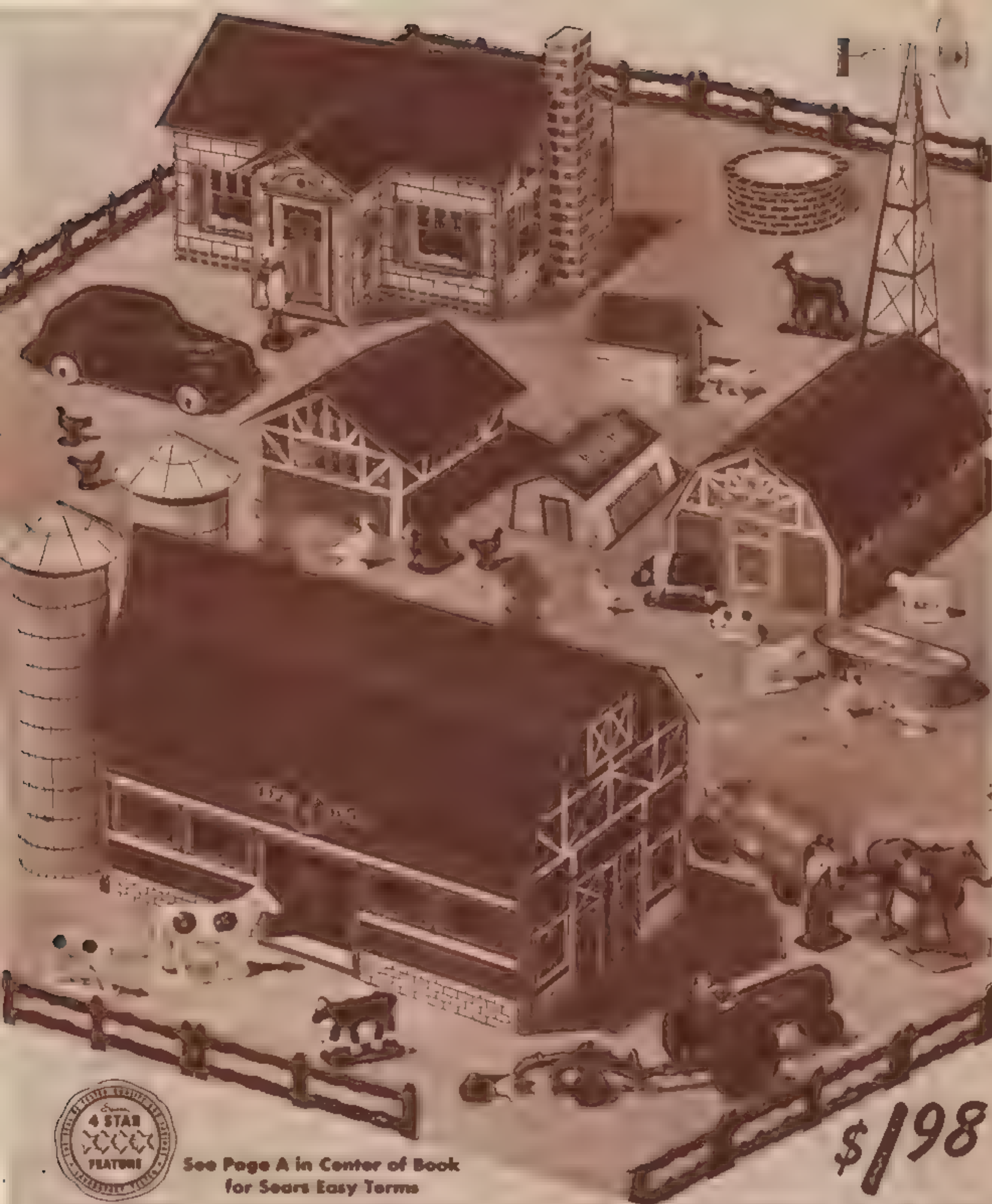


A Whole Farmyard: 16 Lifelike Rubber Animals

- All rubber . . . kind to both child and furniture . . .
washable, almost unbreakable . . . painted and accu-
rately molded to realistic, lifelike proportions

69c

Think of the fun your youngster will have, adding more
"work" to his toy farm. All these realistic animals mean more play
value. His farm will seem more natural and real than ever. The ex-
citing game of make-believe will be intensified. Our farmyard sets are
the most popular instructive toys you can buy. Horse 1 1/2 x 3 1/4 in. high,
others in proportion. 16 Rubber Animals in All: Holstein Cow and Calf,
Jersey Cow and Calf, Brown Horse and Colt, Pig with 2 Piglets, Sheep,
Collie Dog, Chicken, Turkey, Rooster, Duck, Goose
49 N 6448—Shipping weight 1 pound 4 ounces. Complete69c



See Page A in Center of Book
for Sears Easy Terms

4-STAR FEATURE BECAUSE:

- ★ New! 26 Life-like Rubber Pieces—Same Low Price. Over \$5 Worth of Play Value.
- ★ All Washable, Safe, Unbreakable.
- ★ All Buildings of "Tekwood" (3-Ply, Wood-Center)
- ★ Bright, Harmless Realistic Colors.

26 Washable Rubber Toys

- New! Farmer and his Wife, plus big aluminum-color water-holding animal trough.
- All animals naturally shaped in proportion . . . realistic colors. Implements on rubber wheels. Even Mother and Dad will have fun with this marvelous farm set. Exclusive with Sears. It's the best toy on the market. All animals and implements of hard no-scratch rubber won't damage floors or furniture, almost unbreakable. 2 1/4-inch tall Farmer and Wife, 3 1/4-in. Horse with Set of Harness, 3 1/4 x 2 1/4-in. Cow, Colt, 2 Calves, 2 Sheep, Big Pig, Little Pig, Cattle Dog, 3 Chickens, Rooster, 2 Geese, Duck, Turkey, Plow, Farm Wagon, Sedan, Graham Bradley Tractor in proportion, New 5 1/4-in. Water-holding Water Trough

Correctly Proportioned Buildings

- Not just a toy, but a scientifically proportioned stock farm, educational for young and old.
 - Buildings sturdily built of 3-ply "Tekwood"
- A really complete set of farm buildings, all made of flexible "Tekwood," new 3 ply wood center, fiber board assures long use.
- Big Hip Roof Set-Up Barn**—3-ply wood ends and bottom; 16x9x9 in. high; one side open, 4 stalls. Farm House, 10 1/4 x 7 1/4 x 7 in. high, open back, cutout windows. Dog House, Tool Shed and Hen House all in proportion. Large Cattle Shed, 8 1/4 x 5 1/4 x 4 1/2 in. high, open back. Cardboard pieces: two 11x2 3/4-in. Silos, 12 in. Windmill, 2 Ventilators, 15 sections of Fence, grocs on one side.

79N 06458—Sears Deluxe Farm Set with 26 Rubber Toys. Shpg. wt., 7 lbs

\$1.98

\$1.98

◇ PAGE 59 TOYS



Good

Miss Sunshine...the Wardrobe Doll



- ★ Doll alone is worth \$2 00
- ★ Lifelike Sleeping Eyes, Lashes
- ★ 18-in. Tall, Inside Jointed Arms, Legs and Head, Cry Voice
- ★ 5 Changes of Costume . . . Human Hair Pig-Tail Wig

\$1.98

A real Christmas value is Miss Sunshine. The above features prove that! Christmas morning she wears a sweet printed dress and ribbon tied bonnet to match; undies, rayon socks, cute little tied shoes. To go calling, a cute coat and hat. On rainy days, a rubber hooded raincoat. At home, a smart little hostess gown. And she wears a cute 3-piece play suit on sunny days. Shpg. wt., 2 lbs. 4 oz.

49 N 3074—Complete.....

\$1.98



Big Value—Miss Sunshine..Layette and Chest

\$2.98

- Doll alone worth \$2 00
- All composition 14-in. doll. Lifelike sleeping eyes, lashes.
- Natural looking blonde mohair wig . . . pretty ringlets
- Style-smart Miss Sunshine has an outfit for every occasion . . . fitted kit and wardrobe . . . even safety pins!

She comes to your house wearing her lovely not trimmed evening gown. In the morning she plays in a cunning playsuit. For afternoon she wears a lace-trimmed dress with separate panties. She goes calling in her cotton Duvelyn coat and hat . . . of course she carries her little purse and hanky. At night she's cozy in her flannelette robe and 18x12½x5¼-mch kit. Shipping weight, 5 pounds.

60 • SEARS, ROEBUCK AND CO. 79 N 03598—Complete.....\$2.98



Curly-Head—Low Price

\$1.49

- Worth \$2 00
- Lifelike sleeping eyes . . . long lashes
- Cry voice
- 19-inch soft cuddly dot-dot-filled body
- Blonde mohair wig . . . tightly curled and firmly sewn to foundation . . . tied with a shiny satin ribbon!
- Darling Curly Head. Cries and sleeps almost like a real little girl. Her beautiful dress is flock-dot organdy trimmed with val lace cunning collar effect and little puffed sleeves. She wears a slip, panties, rayon socks, and wee tied shoes. Her arms are inside jointed . . . natural-looking fingers. Shipping weight, 2 pounds.
- 49 N 3003.....\$1.49

Perfectly Darling Doll

95c

- Worth \$1.50
- 17-in. tall
- Cry voice
- Lifelike eyes, lashes
- Real human hair . . . attractively curled in ringlets
- Inside jointed arms.
- You can hardly believe your eyes when you see how lovely she is! Her mouth is open to show tiny white teeth and a saucy red tongue. Cotton filled body is ever so soft, just the right size to love. This Miss Sunshine is dressed in a little pinafore outfit, the very latest style, with a ribbon-tied bonnet to match. Panties, white cotton socks and pert little shoes. Shpg wt., 1 lb. 14 oz.
- 49 N 3002.....95c

Good Quality—Sears

Dolls

NEW!

Baby Sunshine Finer Than Ever...Worth \$31

- Lustrous glass-like eyes... long sweeping lashes.
- Big as a real baby... 26 inches tall.
- Genuine Esmond blanket cloth coat and bonnet.
- Turns her pretty composition head... cries realistically.

\$1.98

Isn't she a lovely baby? She's the biggest bargain in Santa's 1940 pack! Her soft cotton-filled body is just the right size... she cuddles snugly up to her proud little mother. Pretty as a picture composition head with sleeping glass-like eyes, sweeping lashes. Her rosebud mouth is slightly open to show teeny white teeth and a wee red tongue. Chubby arms, dimpled legs. Beautifully dressed in genuine cotton Esmond blanket cloth coat stitched with baby blue yarn and cunning Brownie-type peaked bonnet trimmed with fluffy marabou. Her dress is fine organdy with real lace edge. Dainty slip, rubber panties, cotton socks, tiny booties.

49 N 03599 Baby Sunshine, Shpg. wt., 4 lbs. \$1.98



So Sweet and Shy

- A \$2.00 value.
- Demure long-dress baby... 16 inches tall.
- Turning head... she can look most anywhere!
- Lifelike sleeping eyes with long sweeping lashes.
- Soft and cuddly, cotton filled body.
- Lovely organdy lace trimmed long dress.
- Dressy lace-trimmed ribbon-tied bonnet.

\$1.49

A fine quality long dress baby. So low priced it's almost too good to be true! And she's a cunning baby... looks just like a real one. Your little girl will be so thrilled when she finds *Baby Sunshine* Christmas morning.

Her rosebud mouth looks so natural. Baby Sunshine's long dress is made of lovely organdy with satin like sheen ribbon rosettes... sweet little ribbon tied bonnet to match. Of course she wears rubber panties (all babies do), a long slip, rayon socks, and wee booties. Shpg. wt., 2 lbs. 4 oz.

49 N 3114—Long Dress Baby..... \$1.49

Sensational Value!

- Features of regular \$1.50 baby dolls!
- Lifelike sleeping eyes... long lashes.
- Open rosebud mouth; tiny teeth; wee saucy red tongue.
- 16 inches tall. Waterproof composition head, arms and legs.
- Turning head. Smartly styled dress.
- Soft cotton filled body.

95c

Any little mother would be proud to have this *Baby Sunshine!* Fun to hold because she's so cuddly. Turning composition head... she can look on either side. Inside tied arms, tied baby legs... rosy dimpled knees. She cries too, just like a real baby. Dressed in a flaring-skirted organdy dress that makes a full circle when she sits! Dress is trimmed with val-type lace and shiny satin-like ribbon. Ruffled, ribbon-tied bonnet with net insert. Matching slip, rubber panties, rayon socks, tiny booties. Shipping weight, 1 pound 12 oz.

49 N 3115—Dressed Baby..... 95c



Baby Sunshine—Chest, Extra Outfit

- Doll alone is worth \$2.00!
- 18-inch soft cotton filled doll
- Natural sleeping eyes, long lashes.
- Life-like turning composition head
- 20x12 1/2x7 1/4-inch wardrobe chest for Baby Sunshine, extra dress, bonnet.
- Pretty ruffled chest makes bed for doll.

\$2.98

Comes in organdy dress with Celanese rayon coat and ribbon-tied bonnet to match, slip, rubber panties, rayon socks, booties. Extra dress, bonnet.

79 N 03599—Doll and Wardrobe. Shpg. wt., 6 lbs. 8 oz. \$2.98

◆ PAGE 61 DOLLS

WishbookWeb.com

NEW!

EXCLUSIVE
Better



Beautiful *Miss Marie* Stylish as Can Be

\$2.98

- Usual \$4.00 value! A fashion-wise doll for a fashion-wise little mother!
- Rolling, flirting glass-like eyes with glamorous sweeping lashes.
- Gorgeous blond mohair long pigtail.
- Beautifully formed because she's all molded composition, 21 inches tall.

Miss Marie's clothes are specially designed for her and for you by a famous New York designer . . . made just like most any little girl's dresses are made! Her cotton dress has a fashionable striped pleated skirt, a smart solid-color bolero with pretty buttons, and a stunning off the face full length rayon panties, elastic top rayon socks and little tied shoes. Her open mouth shows perfect white teeth . . . you can just see her saucy little scarlet tongue. Her head tilts and turns . . . she looks mischievous or demurely sweet. Her arms and legs are inside jointed. She has natural-looking hands, slim legs. Miss Marie is really nice as you can easily see. Mirror, chair, lamp, vanity not included.

49 N 3203—Shipping weight, 2 pounds 10 ounces.....\$2.98



← So Snug and Warm

\$2.79

- Worth \$3.00.
- Glass-like eyes . . . luxurious

sweeping realistic lashes.
• Beautiful long curls made of real human hair.
• She's a big girl 22 inches tall. Dressed in her merry scarlet velvet bolero and hat! When windy winds may blow, Miss Marie won't care. Her coat and hat are trimmed with the same smart checked rayon hat. Lashes on her cunning little dress. She wears adorable rayon socks, cute little tied shoes. Soft cut, ten-bled body and turning and tilting composition head. She cries . . . her open mouth shows her white teeth . . . cute scarlet tongue. In fact, she comes mighty close to looking like a real little girl! She has inside jointed arms . . . tender grace in her legs. Shipping wt., 3 lbs. 49 N 3005 \$2.79

Wears Outfit 9 Ways

\$1.79

- You save \$1!
- Luxurious real human hair wig . . . ringlet curls.
- Lustrous glass-like expressive eyes with long sweeping lashes.

19-inch Miss Marie! Just think — you can dress her nine different ways! She's a modern Miss . . . wears reversible clothes to save time and money. Her wardrobe contains a reversable bolero and skirt . . . one plain side and one plain color side . . . one waist, one pair of shorts, rayon socks, shoes, and a longing hair . . . by reversing the skirt and bolero and by wearing various combinations of these garments with shorts, Miss Marie can be dressed in 9 different ways. Soft cotton-filled body, composition head. Rosebud mouth is opened to show tiny white teeth, wee scarlet tongue. Shipping weight, 2 lbs. 4 oz. 49 N 3004 \$1.79

19-inch Beauty

\$1.98

- \$3.00 Value.
- Rolling, flirting glass-like eyes . . . framed by

very natural looking lashes.
• Blond mohair wig . . . pretty ringlet curls.
A fine quality doll at a remarkably low price! Your little daughter will beam when she sees Miss Marie under the bright lights! Soft cotton-filled body . . . turning, tilting composition head. Pink rosebud mouth with lips slightly parted to show pretty teeth and little red tongue. She cries . . . goes to sleep. In pale jointed arms, tied legs. Beautifully dressed in a lola, nee rayon dress trimmed with val lace and tiny tucks. Blond curls tied with satiny ribbon. Undies, rayon socks, tied shoes. Shipping weight, 2 pounds 2 ounces. 49 N 3201 \$1.98

Better Quality—Sears *Wishbook* Dolls

- ✓ **Rolling Glass-Like Eyes**—Long Lashes
- ✓ **Beautiful Glass-Like Mouth**—Rosy Lips
- ✓ **Marie Dolls Wear Stylish Clothes**
- ✓ **Finer Dolls. Smaller Yet Prettier**

CRIES



POPPA-MOMMA



Now! *Baby Marie* Has Flirty Eyes, Too

\$1.98

- Magic Rolling Glass-Like Eyes with Long Lashes
- Famous "Poppa-Momma" Voice. At Last Daddy Gets a Break... this Loveable Baby Cries for Him, Too.
- Turning, Composition Head.

\$2.98

49 N 3160

49 N 3161

The most talkative, the most talked-about doll of the year. Soft cotton filled body. Tongue, dainty white teeth, open rosebud mouth. Full cut, lace-trimmed organdy dress, ruffled bonnet with net insert; slip, rubber panties, rayon socks, booties.

Glass-Like Eyes; Lashes
Shpg. wt., 1 lb. 1 oz.
49 N 3160—14 in. \$1.98

Rolling Glass-Like Eyes; Lashes
Shipping weight, 3 lbs. 1 oz.
49 N 3161—18 inches Tall ... \$2.98



SEARS LOVELY DOLLS ARE SOLD ON EASY TERMS... See Page A, Center of Book.

Nice Quality Clothes

- \$3 Value Elsewhere.
- Sleeping glass-like eyes... long lashes.
- Turning composition head... rosebud mouth shows pretty lips—Beautiful features.

\$1.89

She's 20 inches tall... almost as big as a real baby... but not too big for a little mother to handle. So cuddly, so lovable, and she cries a little but in such a perfect little baby! Beautifully dressed... priced surprisingly low! Her soft cotton filled body nestles snugly in a little girl's arms. She has pretty dimpled bent arms... tied baby legs. *Baby Marie* arrives for Christmas in a darling full cut organdy dress trimmed with val lace and gleaming satin like ribbon. Her matching organdy bonnet has a net insert. Fluffy ruffles... ribbon tied. Like all well dressed out babies, she wears a slip, rubber panties, cute little rayon socks, cunning ted booties. Shipping weight, 2 lbs. 12 oz.

49 N 3162—Short Dress Baby... \$1.89

Rayon Taffeta Baby

- 18-in.—worth \$3.
- Gleaming Celanese rayon coat, hat.
- Twinkling glass-like eyes—Lashes.
- Turning composition head... natural features.

\$1.98

Baby Marie looks so good you must cuddle her in her lovely lustrous gleaming rayon coat and bonnet! Her coat collar is trimmed with row of val lace and her matching ruffled bonnet has a crisp net insert in rayon tied. Under her coat she wears a sheer white organdy dress with matching satin like ribbon. Like all well dressed out babies, she wears a slip, rubber panties, rayon socks, sweet little ted booties. Sometimes she cries... but you know. When she's tired, you put her to sleep... her eyes close just like real babies' eyes do. Her composition arms and legs. Chubby rosebud mouth shows cute baby smile... tiny crimson lips. Your little girl will love to find *Baby Marie* on Christmas. (Bath not included.)

49 N 3163—Shpg. wt., 3 lbs. \$1.98



Big-as-Life 25-inch *Baby Marie*

- Has features of \$4.00 doll.
- 25 in. tall... right size to make a nice awful cuddly soft cotton-filled body.
- Turning composition head, arms, legs.
- Mischievous twinkle in her glass-like eyes... but her long lashes are so demure! She sleeps. She cries.

\$2.79

Delight the maternal heart of your little daughter with this almost real baby. She's over the well shaped head and natural looking features... the cunning little fingers chubby dimpled baby legs. Lovely sheer organdy dress is exquisitely trimmed... matching ruffled bonnet is ribbon tied, has a pert net insert. Pretty lacy slip, pink rubber panties rayon socks booties. (Bath not included.)

79 N 03164 Shipping weight, 4 pounds. \$2.79

☐ PAGE 63.....DOLLS



Better

NOW! Rock-A-Bye Wetting Baby at Price of Ordinary Baby!

Hard Rubber Head—Realistic Features . . Often Imitated But Never Equalled!

- First Rock-A-Bye Baby kit under \$2.79.
- Only doll that really rocks to sleep.
- Lifelike sleeping eyes; long lashes.
- Fleshlike rubber body, arms, legs.
- Does not soil easily; washes quickly.
- 22-Pc cellophane wrapped layette.
- Dolls alone worth \$2.00 and \$3.00.
- Sturdy metal trimmed O'Nite cases.

Rock-A-Bye Baby . . . NEW last year—this year the FAVORITE! She has all the important features of other wetting dolls and in addition she's a Rock A Bye Baby. At "Nighty Night" time when placed in her pretty fiberboard cradle, her eyes are wide open. Then as you gently rock her fiberboard cradle, her eyes close gradually 'til at last she drifts off into Slumberland. She comes dressed as you see her in diaper, bottle and nipple and has a lovely layette which includes lacy organdy dress, ribbon tied bonnet, slip, 2 extra diapers, 4 safety pins, 2 wash cloths, undershirt, booties, stomach band, 4 wood clothes pins, clothes line, rubber Scotty, sponge, and 3 powder puffs—all neatly packed in O'Nite carrying case.

11-inch Rock-A-Bye Baby Doll

26 Piece Outfit \$1.89

\$4.00 Value! 11-in. Doll, Layette, Cradle and Case. Shpg. wt. 2 lbs. 12 oz. 49 N 3580 . . . \$1.89

11-inch Doll Only \$1.49

\$2.00 Value! Dressed in Diaper, Bottle and Nipple Shpg. wt. 1 lb. 8 oz. 49 N 2920 . . . \$1.49

13-inch Rock-A-Bye Baby Doll

26 Piece Outfit \$2.89

\$4.00 Value! 13-in. Doll, Layette, Cradle and Case. Shpg. wt. 3 lbs. 8 oz. 49 N 3581 . . . \$2.89

13-inch Doll Only \$1.79

\$3.00 Value! Dressed in Diaper, Bottle and Nipple Shpg. wt. 1 lb. 14 oz. 49 N 2921 . . . \$1.79

11-inch "Bottletot"

93¢

- Hard rubber (Parotex) head.
- Lifelike sleeping eyes . . with pretty lashes.
- Inside jointed arms, legs.

You pay SO LITTLE for SO MUCH childish joy! Keeps nurse busy all day tending to her needs. Whenever "Bottletot" takes a drink, a change of diaper . . necessary. Soft, rubber flesh-pink body, arms and legs. Diaper bottle and nipple included. For good quality clothes, see below.

49 N 2913—Shpg. wt., 1 lb. 4 oz. . . 93¢

11-in. Bargain Rubber Babies

69¢

"Goodlume" Soft flesh pink rubber. Low price for this good quality! Inside jointed arms and legs.

Looks like "Bottletot." For clothes, see below. Non-Wetting. Shpg. wt. 1 lb. 2 oz.

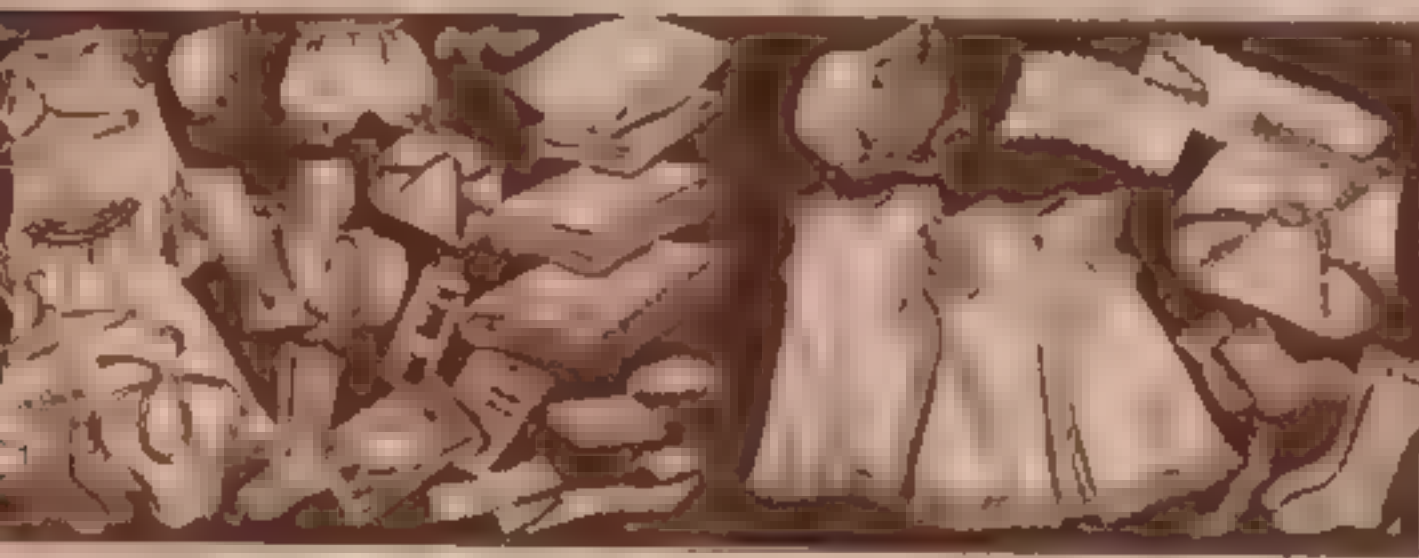
Sleeping Eyes 49 N 2912 . . 69¢

44¢

Painted Eyes 49 N 2911 . . 44¢



Good



23-Piece Layette

98¢

A complete wardrobe to make your baby the best dressed little lady in the neighborhood! Besides bed linen, panties, bib, socks, a lacy organdy dress and bonnet, hangers there's everything you need for baby and powdering. Fits 10½ to 12½ inch doll. Be sure to state height of doll. Shipping weight, 1 lb. 8 oz.

49 N 3570—23 Pc. Layette . . 98¢

12-Piece Layette

21¢

A SUPER VALUE in Dolly fashions. Fits any 11 to 13-inch doll. Exactly like real babies wear!

Layette includes a lacy organdy dress, slip—attractively ruffled ribbon-tied bonnet, tape edged flannel diaper, stomach band, 4 extra socks—booties and plenty of safety pins. Shipping weight, 10 ounces.

49 N 3533—12 Pcs. . . 21¢



Best

15-in. Famous Honeysuckle Doll

23-Piece Layette . . Sturdy Wood Frame O'Nite Case

\$4.89

- The finest rubber wetting doll made.
- Made by Ideal—noted as manufacturers of finest quality dolls.
- Rolling, flirtatious magic glass-like eyes.
- Created exclusively for Sears.

A cutty, lovable infant that wets her diaper. Beautiful IDEALITE HARD RUBBER HEAD with undulating knobby, chubby flesh pink soft rubber body and tinted pink ears. Has a natural red hair; her hair cannot obtain. Layette of lace trimmed organdy dress, lacy ribbon trimmed bonnet, slip, 2 extra diapers, 4 safety pins, 4 clothes pins, 3 powder puffs, and blanket. She wears a shirt and diaper and has a bottle and nipple. All packed in metal trimmer, wood frame O'Nite carrying case, 18x11x7 in.

79 N 03582—Shipping weight, 7 pounds . . \$4.89



Stop! Look! Save! Standing Chubbies

98¢ • Lifelike sleeping eyes
• Big girls—20 inches tall
• All composition
• Realistically painted hair
• Inside jointed arms and legs
49 N 3126 **\$1.89** 49 N 3127

"Chubby" dolls that are easy on your budget! Pert, lifelike little tykes that stand alone.

\$2.00 Chubby
Print dress, bonnet, undies, socks, shoes. No lashes. Shipping wt., 2 lbs. 12 oz.
49 N 3126.....98¢

\$3.00 Chubby
Real dyed Coney trimmed 3-pc. cotton gabardine snow suit. Lashes. Socks, shoes. Shpg. wt., 3 lbs.
49 N 3127... **\$1.89**

Mary and Her Lamb

95¢ • 17-inch size
• All composition
• Sleeping eyes
• Long lashes
• Blonde mohair ringlet curls
A value hard to equal elsewhere! The very same Mary of the nursery rhyme! The lamb at her side is celluloid and Mary herself is of durable composition. Pretty print dress, bonnet, undies, socks, shoes.
49 N 3406—Shpg. wt. 2 lbs 95¢

A Really Startling Value!

49¢ • First time below \$1.00!
• 16 in. tall—Lifelike sleeping eyes
• ~~Stuffed~~ **Unbreakable metal head**
• Soft huggable cotton stuffed body
• Tied, composition arms and legs
This is IT! The doll the kiddies have always wanted but you felt you couldn't afford. Offered NOW at a more than reasonable price! She's pretty as a picture and just as irresistible. All frilly and petite in her organdy, lace-trimmed bonnet and dress, white shoes and socks. Shipping weight, 1 pound
49 N 3101..... 49¢

Standing Girl

45¢ • 14½ inch—
es tall
• Sleeping
• All composition
• Jointed arms, legs
A play companion well worth double this price! The typew little American in her smart checked cotton dress and matching bonnet tied with ribbon streamers. She also wears undies, socks, and shoes. Shipping weight, 1 lb. 6 oz.
49 N 3401...45¢



"Drinks N-Wets" Doll

• All composition
• 9 inches tall
• Painted eyes
A Your money's worth and then some! Cotton flannel jacket and diaper. Bottle and nipple included.
49 N 3404—Shpg. wt., 10 oz 23¢

Big Valuel Wee Girl!

• All composition
• 10 inches tall
• Turning, tilting head
B A BARGAIN too good to ignore! Pretty print dress, bonnet, undies, shoes, socks. Painted eyes.
49 N 3403—Shpg. wt. 8 oz. 23¢

Topsy... At a Saving!

• 9 inches tall
• All composition
• Tilting head
C In cute printed rompers and her three adorable pigtails are tied with pretty ribbons.
49 N 3405—Shpg. wt., 10 oz 23¢

CHOICE
23¢ Ea.



Cute 13-inch Sweater Baby

45¢ She has all the features of a \$1.00 doll! Realistic painted sleeping eyes... all composition body... tilting head... and inside jointed arms and legs! You can take this cutie out in any weather. The coldest wintry wind couldn't possibly get through that overly warm brushed cotton suit and cap, which resembles angora. Those ten tiny toes are well covered in case she should kick off her blankets when "mother" isn't watching. And her tiny pink ears are snugly protected against Jack Frost's playful nips.
49 N 3402—Shipping weight, 1 lb45¢

8-Piece Doll Wardrobe

59¢ Answers all Milady's wants, and at very little expense. 3-piece snow-suit for dolly's Playtime... 1 short print dress for Afternoon wear... 1 long rayon dress and a slip for Partytime... and a 2-piece pair of cotton flannel pajamas to keep her snug and warm during Dreamtime! Especially designed for Sears. Packed in gift box. Shpg. wt., 10 oz.
49 N 3590—For dolls 12 to 13½ inches... 59¢
49 N 3591—For dolls 14 to 15 inches... 69¢
49 N 3592—For dolls 16 to 17 inches... 79¢
49 N 3593—For dolls 18 to 19 inches... 89¢
49 N 3594—For dolls 20 to 21 inches... 98¢

2-in-1 Muff and Purse

89¢ She can carry dolly muff wherever she goes! She'll be tickled pink to own this combination muff and purse. The 10-inch muff keeps her hands snug and warm (see B), and the purse—with a real slide fastener (see A), holds all her feminine "must haves." Made of soft rayon plush that feels like short fur. Doll's head set in front of muff. Painted face and eyes. A big value at this extremely low price!
49 N 3597—Shipping weight, 10 oz.89¢

◆ PAGE 65 DOLLS

Best Quality Sears Durable Dolls

- **Exquisite Crepe de Chine Coat**—Imported from France
- **Real Silk**—Handmade in France
- **Double-Sprayed Composition Head**—Has no insert
- **Rolling Glass-Like Eyes**—With long sweeping lashes
- **Real Rubber Arms and Legs**—Soft and pliable
- **Real Rubber Feet**—Soft and pliable

NEW!

New "Magic Touch" Durable Baby

\$2.98

17-inch

- Most human of 'Durable Dolls.'
- Made to sell for \$2 more.
- "Magic-touch" arms and legs . . . liften-soft to touch . . . almost like living babies.
- Rolling glass-like eyes; lashes.
- Crying voice; rosy mouth.

\$4.98

20-inch

For the first time in history . . . and created exclusively for Sears. A unique process that makes these doll babies as near as possible to human babies! Your little daughter will gaze with wondering delight as her little fingers feel this baby's soft face. Magic touch rubber arms and legs with separated fingers and toes. Soft cotton filled baby . . . just made for huggin'! Fine quality lace-trimmed imported organdy dress with sweet ribbon rosettes. Beruffled bonnet to match, lacy slip, rubber panties, rayon socks, and cunning tied booties.

17-inch Beauty

20-inch Darling

Shipping wt., 2 lbs. 2 oz.

Shipping wt., 3 lbs. 8 oz.

49 N 3165 \$2.98

49 N 3166 \$4.98



21-in. Silk Coat Cutie

- \$4 value.
- Real silk Crepe de Chine coat and matching ruffled bonnet!
- Rolling enchanting glass-like eyes . . . long lashes.

\$2.98

She'll be thrilled when she finds this 21-inch 'Silk Coat Cutie'! Cotton filled body is so cuddly. When she lays her down baby cries! Fine quality composition head, arms and legs. Rosy lips are parted to show rosy mouth. Gorgeously dressed in a *Real Silk Crepe de Chine* coat trimmed with lace edged collar. Matching ribbon tied bonnet with net insert. She also wears embroidered organdy dress, matching slip, rubber panties, rayon socks and teeny-weeny tied booties. Shipping weight 3 lbs.

49 N 3168 \$2.98

Pretty-as-Can-Be

- Worth \$3.00 regularly.
- Rolling enchanting glass-like eyes . . . long sweeping lashes.
- 18-in. soft cotton filled body. Shaped to sit alone.

\$1.98

Such a demure baby . . . but don't let her fool you! She has a merry twinkle in those dancing eyes. Rosy lips are parted to form a cute rosy mouth. She has dimpled knees, tied arms . . . a rosy cheek on her chin, too! Her composition head tilts and turns. She wears a dainty sheer organdy dress that's lace and rose bud trimmed and has a deep hem around a full circular skirt. Her matching bonnet is ribbon tied, has an organdy insert. She wears a slip and pink rubber panties. Rayon socks and booties complete her ensemble. (Book not included) Ship. wt. 2 lbs 4 oz.

49 N 3167 \$1.98

Our Very Loveliest Durable Baby! \$8 Value!

- Exquisite coat and bonnet of imported Crepe de Chine.
- 25 inches tall . . . every bit as big as a real baby.
- There's a roguish glint in those shining magic glass-like rolling eyes with lashes. When she's tired, she sleeps.
- Finest quality double-sprayed composition head.
- 'Durable baby' is a rare combination of artistic styling, quality materials, and painstaking workmanship.

\$4.79

She tilts her head coquettishly . . . turns it around too. Her soft, cotton filled body is so shaped she sits alone . . . made for lots and lots of fun. Composition dimpled arms and legs. Dressed in a fine imported Crepe coat trimmed with rows of fine lace. Matching ruffled bonnet is ribbon tied . . . has net insert. She also wears a sheer organdy dress with panel of lace and real ribbon beading down the front, puffed sleeves, lacy slip. Adorable little panties, socks, booties. Shipping weight 5 pounds.

79 N 03169 \$8 Value 'Durable Baby' \$4.79

HAS SHE BEEN "EXTRA GOOD"? GIVE HER A BUGGY AND DOLL, TOO



Better—Two-Tone \$5 Size Fiber Buggy

- Holds Doll up to 23 inches.
- Metal bound body, Jacquard design.
- Adjustable hood with beauty roll
- Foot brake—reclining back.
- Overall height, 28 inches.

Gaily decorated doll buggy for Dolly's daily outings. Colored Jacquard design. Adjustable hood with big knobs. Body and hood of new narrow flat fiber. Open windows. Rubber push handle 26 1/4 inches high. New 7 1/2-in. metal wheels, 1/2 inch rubber tires. 19 1/4 x 9 1/4-inch body. Enameled Ivory and Buff. Doll not included.

79 N 08264 Mailable. Shipping weight, 12 lbs \$3.95

For Easy Terms,
See Page A,
Illustrated Book

\$3.95



Good—\$4 Two-Tone Fiber

- Holds 22-inch doll
- Beauty-roll on hood.
- Reclining back—open streamlined windows.
- Body and hood of narrow, flat fiber, colored Jacquard design.

\$2.95

Built like expensive buggies! Adjustable hood has beauty-roll and nickel-plated knobs. Top of body bound with metal 6-inch stamped steel wheels, 1/4-inch rubber tires. Rubber push handle 24 1/4 inches high. 19 1/4 x 9 1/4-inch body, and hood enameled tan, ivory color undergearing. Shipping weight, 10 pounds. Mailable.

79 N 08263 \$2.95



Thrift—New Fiber Buggy

- Nicely shaped woven fiber hood and body.
- 6-in. rubber-tired steel wheels
- Rubber grip handle, 27 1/2 inches high.
- Hood has superior wood dowel frame.

\$1.89

17x8-inch metal bound body, and hood of new fancy woven narrow flat fiber, colored Jacquard design. Holds up to 18-inch doll. Enameled peach tan, undergearing in contrasting color. Shpg. wt., 7 lbs.

79 N 08262—Mailable . . \$1.89



\$1.50 Folding Buggy

- You save at least 1/3!
- Roomy 3-bow folding hood.
- Strong Metal frame folds flat, is enameled tan.
- Holds up to 20-inch dolly.

98c

Body and hood of gaily colored cotton covert cloth. 5-inch steel, spoke type. Ivory color wheels, 1/2 inch rubber tires. Handle 24 1/2 inches high, just right for little mothers. Body, 17x8 1/2 inches. A real baby-buggy for Dolly. Folds compactly, see Sketch A. Mailable.

79 N 08201—Shpg. wt., 5 lbs. 98c



\$2.50 2-in-1 Stroller-Buggy

- Drop front for stroller style.
- Will hold up to 24-inch doll.
- Adjustable four-bow folding hood
- Sun visor to shade dolly's face.
- Black metal frame folds up compactly.

\$1.98

She'll be proud of Dolly in this combination stroller and buggy! 21x10 1/4-inch body and hood of colorful cotton covert cloth. 5 1/2 inch ivory color steel spoke wheels, 1/2 inch rubber tires. Plated hub caps. Handle 2 1/2 inches high. Folds compactly, has drop-front like big strollers, see A and B. Mailable.

79 N 08202—Shpg. wt., 9 lbs. \$1.98



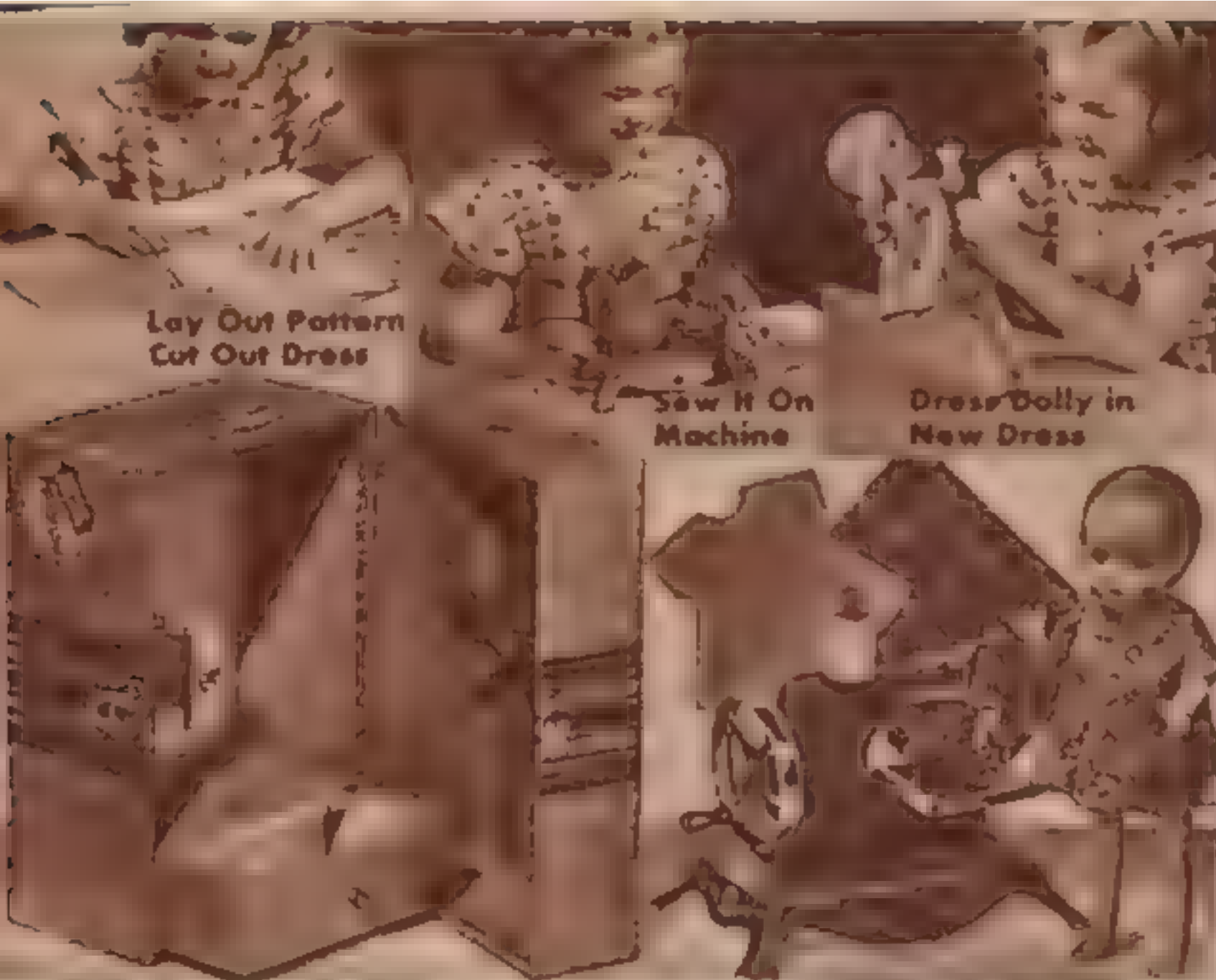
New Pram Style Folding Buggy

- Worth \$4.50 — an amazing value!
- Four-bow folding hood with visor.
- Artificial leather body and hood.
- Holds up to 26-inch dollies.
- Popular maroon color with white stitching.
- Enameled metal frame, folds flat, see A at left.

\$2.98

Little mothers will be proud to take dolly for airings in this beautiful carriage. Body is 23 1/2 x 11 1/2 inches. Handle, 28 1/2 inches high. 6-in. metal wheels, enameled white, 1/2 in. rubber tires. Doll not included.

79 N 08213—Mailable. Shipping weight, 12 lbs \$2.98



Lay Out Pattern
Cut Out Dress

Sew It On
Machine

Dress Dolly in
New Dress

NEW!
\$3.00 Value
\$1.98

3-in-1 Set . . . Trunk — Sewing Machine — Doll

- Airplane type wood frame trunk with pull-out drawer
- All composition doll, 12 1/2 in. high, in cotton play suit
- \$1.25 value sewing machine, operated by hand, with needle, thread and cloth. Machine is 7 in. high; 8x5-in. base.

Everything the "Little Seamstress" needs! Just imagine the fun. You actually plan, lay out, cut and sew your new Dolly's outfit. The wooden frame trunk, 15 1/2 x 8 x 5 1/2 in. high, is covered with fabric-like paper and has 4 large drawers. With flap to close sewing machine in place. You'll like sewing for the pretty painted eye doll — she's a shy little girl with jointed arms and legs, all composition. Printed material pattern, sewing machine charts, and easy-to-follow directions in drawer.

49 N 2003—Shipping weight, 5 pounds 8 ounces.

\$1.98



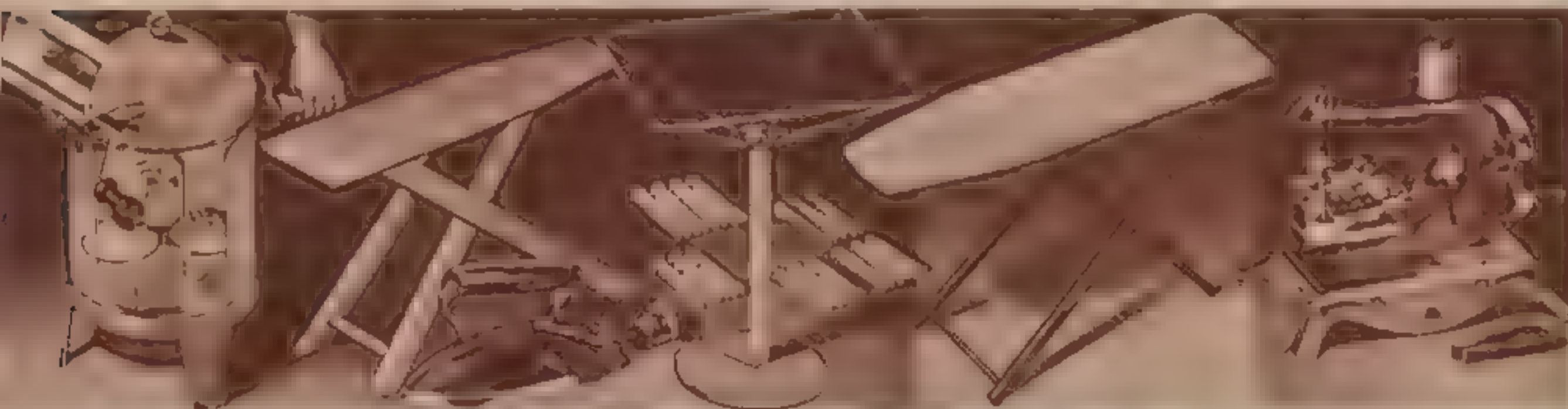
Cabinet with 19-Pc. Sewing Set

49c

- Good-looking portable cabinet, size, 8 1/2 x 5 1/2 x 8 1/2 in. overall
- Contains simple attractive, easy-to-follow sewing designs.

Everything she needs to "sew a fine seam" — whether for Dolly or for herself! A thrill for youngsters. Cabinet made of non-warping sturdy pressed wood. Has lovely picture on side. Hinged lids. Contains 7 dresses for Dolly in smart new styles. 5 kerchiefs to be embroidered, wood embroidery hoop, 3 skeins of floss, package of needles, pair of scissors, thimble.

49 N 3826—Shipping weight 1 lb. 8 oz.49c



24-Pc. Laundry Set with Washing Machine

89c

Washing machine alone worth 75c! Children can do their own laundry with this set. The set includes a 10-in. washer with adjustable rubber roller wringer that can be used for 4 pieces of laundry. Also includes everything you need to wash, dry and iron. Includes clothesline, hanging rack, 16 wood clothespins, iron, 12-inch ironing board.

79 N 01715—24 Piece Laundry Set. Shpg. wt. 4 lbs.

89c

Adjustable Ironing Board

47c

She'll love it to keep her clothes fresh and neat. Ironing surface 30x7 1/2 in., constructed of durable wood. Sturdy, adjustable. Can adjust to 20 or 22 inches high.

79 N 01776 Shpg. wt. 2 lbs. 8 oz. 47c

Toy Sewing Machine

98c

Worth at least \$1.25! Make lots of clothes for your doll on this grand little sewing machine. Attractive, easy to run. Cabinet and thread included. Size 8x7x5 in. — the right size for beginners.

49 N 2001 Shpg. wt. 1 lb. 12 oz. 98c



Modern Metal Doll House with 14 Pcs. Furniture

69c

Overall 17x11 inches . . . lots of room in which to play hours with your doll! Pretty 4 room house with 10 in. play wings, arched doorway. At one end of "house" is the Garage, 5 1/2 x 3 1/2 x 2 1/2 in. . . with a driveway for the little Auto to park on. Set up on metal base. Removable roof. 14 pieces of furniture. Includes: 2 arm chairs, easy chair, 2 beds, table, vanity table, chest, piano. Shpg. wt., 3 lbs. 3 oz.

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49 N 2148

69c



Mrs. Potts Iron

39c

Sad iron to press Dolly's clothes. Just the gift for homesick little girls. Easy to heat, efficient. Made of durable iron. Thin metal plate. Persists. Easy detachable enameled wood handle. A company tag, good for iron when not being used. Overall size of iron, 4 1/2 in. long.

49 N 1788—Shpg. wt. 1 lb. 8 oz. 39c



Toy Electric Iron

85c

About 100 watts. Approved by Underwriters' Laboratories. Streamlined design; lustrous chrome plated finish; black enameled handle. 6 1/2 in. overall. For 110 volt A.C. or D.C. Thousands of travelers use this iron! And it makes a delightful, useful toy for youngsters!

49 N 1787—Shpg. wt., 1 lb. 6 oz. 85c

Sears Easy Payments

Make Christmas Giving Easier

All Merchandise in This or Any Other
Sears Catalog May be Bought on Easy
Terms on Orders of \$10 or More!

BUY NOW while merchandise assortments are complete . . . PAY LATER on Sears Easy Payment Plan. Don't let those budget worries bother you! It's so easy to buy that electric train Junior wants . . . the doll Sister has been asking for . . . a swell Silvertone radio for the whole family, gifts for everybody. You can buy anything in this Christmas book or any other Sears catalog on Easy Terms in orders of \$10 or more. Sears make it convenient for you to buy—on Sears Easy Payment Plan.

The Table of Easy Terms below shows how much you can buy for any given monthly payment. For example, a \$30.01 order requires a \$5 monthly payment, but you may purchase additional items and increase your order to \$57.50 with the same \$5 monthly payment. Take full advantage of this arrangement.

HOW TO ORDER ON EASY TERMS

Simply list the items you wish to buy on the Easy Payment side of any Sears order blank. Be sure your order totals \$10 or more. Total the cash prices and refer to the Table of Terms below to determine deposit and monthly payments. Answer questions on blank, sign the application, enclose deposit, and mail order to Sears.

If Cash Price of Order Amounts To	Add as Carrying Charge	Send With Order	Amount Payable Monthly
\$10.00 to \$11.00	\$1.15	\$2.00	\$2.00
11.01 to 12.00	1.20		
12.01 to 13.00	1.25		
13.01 to 14.00	1.30		
14.01 to 15.00	1.35		
15.01 to 16.00	1.40		
16.01 to 17.00	1.45	\$2.50	\$3.00
17.01 to 18.00	1.50		
18.01 to 19.00	1.55		
19.01 to 20.00	1.60		
20.01 to 21.00	1.65		
21.01 to 22.00	1.70	\$3.00	\$4.00
22.01 to 23.00	1.75		
23.01 to 24.00	1.80		
24.01 to 25.00	1.85		
25.01 to 26.00	1.90	\$4.00	\$5.00
26.01 to 27.00	1.95		
27.01 to 28.00	2.00		
28.01 to 29.00	2.05		
29.01 to 30.00	2.10	\$5.00	\$5.00
30.01 to 31.00	2.15		
31.01 to 32.00	2.20		
32.01 to 33.00	2.25		
33.01 to 34.00	2.30		
34.01 to 35.00	2.35	\$6.00	\$6.00
35.01 to 36.00	2.40		
36.01 to 37.00	2.45		
37.01 to 38.00	2.50		
38.01 to 39.00	2.55	\$7.00	\$7.00
39.01 to 40.00	2.60		
40.01 to 41.00	2.65		
41.01 to 42.00	2.70		
42.01 to 43.00	2.75	\$8.00	\$8.00
43.01 to 44.00	2.80		
44.01 to 45.00	2.85		
45.01 to 46.00	2.90		
46.01 to 47.00	2.95	\$9.00	\$9.00
47.01 to 48.00	3.00		
48.01 to 49.00	3.05		
49.01 to 50.00	3.10		
50.01 to 51.00	3.15	\$10.00	\$10.00
51.01 to 52.00	3.20		
52.01 to 53.00	3.25		
53.01 to 54.00	3.30		
54.01 to 55.00	3.35	\$12.50	\$10.00
55.01 to 56.00	3.40		
56.01 to 57.00	3.45		
57.01 to 58.00	3.50		
58.01 to 59.00	3.55	\$15.00	\$11.00
59.01 to 60.00	3.60		
60.01 to 61.00	3.65		
61.01 to 62.00	3.70		
62.01 to 63.00	3.75	\$18.00	\$12.00
63.01 to 64.00	3.80		
64.01 to 65.00	3.85		
65.01 to 66.00	3.90		
66.01 to 67.00	3.95	\$20.00	\$13.00
67.01 to 68.00	4.00		
68.01 to 69.00	4.05		
69.01 to 70.00	4.10		
70.01 to 71.00	4.15	\$22.50	\$14.00
71.01 to 72.00	4.20		
72.01 to 73.00	4.25		
73.01 to 74.00	4.30		
74.01 to 75.00	4.35	\$25.00	\$15.00
75.01 to 76.00	4.40		
76.01 to 77.00	4.45		
77.01 to 78.00	4.50		
78.01 to 79.00	4.55	\$27.50	\$16.00
79.01 to 80.00	4.60		
80.01 to 81.00	4.65		
81.01 to 82.00	4.70		
82.01 to 83.00	4.75	\$30.00	\$17.00
83.01 to 84.00	4.80		
84.01 to 85.00	4.85		
85.01 to 86.00	4.90		
86.01 to 87.00	4.95	\$32.50	\$18.00
87.01 to 88.00	5.00		
88.01 to 89.00	5.05		
89.01 to 90.00	5.10		
90.01 to 91.00	5.15	\$35.00	\$19.00
91.01 to 92.00	5.20		
92.01 to 93.00	5.25		
93.01 to 94.00	5.30		
94.01 to 95.00	5.35	\$37.50	\$20.00
95.01 to 96.00	5.40		
96.01 to 97.00	5.45		
97.01 to 98.00	5.50		
98.01 to 99.00	5.55	\$40.00	\$21.00
99.01 to 100.00	5.60		
100.01 to 101.00	5.65		
101.01 to 102.00	5.70		
102.01 to 103.00	5.75	\$42.50	\$22.00
103.01 to 104.00	5.80		
104.01 to 105.00	5.85		
105.01 to 106.00	5.90		
106.01 to 107.00	5.95	\$45.00	\$23.00
107.01 to 108.00	6.00		
108.01 to 109.00	6.05		
109.01 to 110.00	6.10		
110.01 to 111.00	6.15	\$47.50	\$24.00
111.01 to 112.00	6.20		
112.01 to 113.00	6.25		
113.01 to 114.00	6.30		
114.01 to 115.00	6.35	\$50.00	\$25.00
115.01 to 116.00	6.40		
116.01 to 117.00	6.45		
117.01 to 118.00	6.50		
118.01 to 119.00	6.55	\$52.50	\$26.00
119.01 to 120.00	6.60		
120.01 to 121.00	6.65		
121.01 to 122.00	6.70		
122.01 to 123.00	6.75	\$55.00	\$27.00
123.01 to 124.00	6.80		
124.01 to 125.00	6.85		
125.01 to 126.00	6.90		
126.01 to 127.00	6.95	\$57.50	\$28.00
127.01 to 128.00	7.00		
128.01 to 129.00	7.05		
129.01 to 130.00	7.10		
130.01 to 131.00	7.15	\$60.00	\$29.00
131.01 to 132.00	7.20		
132.01 to 133.00	7.25		
133.01 to 134.00	7.30		
134.01 to 135.00	7.35	\$62.50	\$30.00
135.01 to 136.00	7.40		
136.01 to 137.00	7.45		
137.01 to 138.00	7.50		
138.01 to 139.00	7.55	\$65.00	\$31.00
139.01 to 140.00	7.60		
140.01 to 141.00	7.65		
141.01 to 142.00	7.70		
142.01 to 143.00	7.75	\$67.50	\$32.00
143.01 to 144.00	7.80		
144.01 to 145.00	7.85		
145.01 to 146.00	7.90		
146.01 to 147.00	7.95	\$70.00	\$33.00
147.01 to 148.00	8.00		
148.01 to 149.00	8.05		
149.01 to 150.00	8.10		
150.01 to 151.00	8.15	\$72.50	\$34.00
151.01 to 152.00	8.20		
152.01 to 153.00	8.25		
153.01 to 154.00	8.30		
154.01 to 155.00	8.35	\$75.00	\$35.00
155.01 to 156.00	8.40		
156.01 to 157.00	8.45		
157.01 to 158.00	8.50		
158.01 to 159.00	8.55	\$77.50	\$36.00
159.01 to 160.00	8.60		
160.01 to 161.00	8.65		
161.01 to 162.00	8.70		
162.01 to 163.00	8.75	\$80.00	\$37.00
163.01 to 164.00	8.80		
164.01 to 165.00	8.85		
165.01 to 166.00	8.90		
166.01 to 167.00	8.95	\$82.50	\$38.00
167.01 to 168.00	9.00		
168.01 to 169.00	9.05		
169.01 to 170.00	9.10		
170.01 to 171.00	9.15	\$85.00	\$39.00
171.01 to 172.00	9.20		
172.01 to 173.00	9.25		
173.01 to 174.00	9.30		
174.01 to 175.00	9.35	\$87.50	\$40.00
175.01 to 176.00	9.40		
176.01 to 177.00	9.45		
177.01 to 178.00	9.50		
178.01 to 179.00	9.55	\$90.00	\$41.00
179.01 to 180.00	9.60		
180.01 to 181.00	9.65		
181.01 to 182.00	9.70		
182.01 to 183.00	9.75	\$92.50	\$42.00
183.01 to 184.00	9.80		
184.01 to 185.00	9.85		
185.01 to 186.00	9.90		
186.01 to 187.00	9.95	\$95.00	\$43.00
187.01 to 188.00	10.00		
188.01 to 189.00	10.05		
189.01 to 190.00	10.10		
190.01 to 191.00	10.15	\$97.50	\$44.00
191.01 to 192.00	10.20		
192.01 to 193.00	10.25		
193.01 to 194.00	10.30		
194.01 to 195.00	10.35	\$100.00	\$45.00
195.01 to 196.00	10.40		
196.01 to 197.00	10.45		
197.01 to 198.00	10.50		
198.01 to 199.00	10.55	\$102.50	\$46.00
199.01 to 200.00	10.60		
200.01 to 201.00	10.65		
201.01 to 202.00	10.70		
202.01 to 203.00	10.75	\$105.00	\$47.00
203.01 to 204.00	10.80		
204.01 to 205.00	10.85		
205.01 to 206.00	10.90		
206.01 to 207.00	10.95	\$107.50	\$48.00
207.01 to 208.00	11.00		
208.01 to 209.00	11.05		
209.01 to 210.00	11.10		
210.01 to 211.00	11.15	\$110.00	\$49.00
211.01 to 212.00	11.20		
212.01 to 213.00	11.25		
213.01 to 214.00	11.30		
214.01 to 215.00	11.35	\$112.50	\$50.00
215.01 to 216.00	11.40		
216.01 to 217.00	11.45		
217.01 to 218.00	11.50		
218.01 to 219.00	11.55	\$115.00	\$51.00
219.01 to 220.00	11.60		
220.01 to 221.00	11.65		
221.01 to 222.00	11.70		
222.01 to 223.00	11.75	\$117.50	\$52.00
223.01 to 224.00	11.80		
224.01 to 225.00	11.85		
225.01 to 226.00	11.90		
226.01 to 227.00	11.95	\$120.00	\$53.00
227.01 to 228.00	12.00		
228.01 to 229.00	12.05		
229.01 to 230.00	12.10		
230.01 to 231.00	12.15	\$122.50	\$54.00

WE GUARANTEE TO SAVE YOU MONEY... TO SATISFY YOU PERFECTLY

We guarantee that every article in this catalog is honestly described and illustrated.
We guarantee that any article purchased from us will give you the service you have a right to expect.
If for any reason whatever you are not satisfied with any article purchased from us, we want you to return it to us at our expense. We will then exchange it for exactly what you want, or will return your money, including any transportation charges you have paid.

SEARS, ROEBUCK AND CO

No Stronger Guarantee Was Ever Written . . .

It's the **EASIEST** Thing in the World to
Buy from Sears-Roebuck's Catalogs . . .

Follow These Five Easy Steps

1 Write or print your full name and address plainly, making sure—if you live on a rural route—that your box and route number is included. It is important that your signature is exactly the same each time you order. We can give you faster, more efficient service on all orders if every member of your household will order under one name.

2 Tell us the catalog number, quantity desired, name of each individual article wanted, color, size, price, shipping weight and any other information requested. If you order on plain paper, be sure to give us just as complete and detailed information as if you were using a regular order blank. Check your order and see that all specifications are accurate before mailing.

3 State measurements requested in merchandise descriptions. When ordering clothing, give measurements to insure proper fit and absolute satisfaction. Be sure to give color and size wherever necessary. If you haven't a tape measure we will gladly send you one FREE.

4 Total the shipping weights and change ounces to full pounds (16 ounces to a pound). If your order is to be sent by Parcel Post, consult rate table and information at right. *Include money for postage with your order.* If you send too much money every cent extra will be promptly returned to you. For freight or express rates, see Sears Big Catalog or your local station agent or write to our Personal Service Department.

5 It is best to send money by money order or check, whether you are buying for cash or on Easy Payment Plan. Your mail carrier will be glad to buy a money order for you if you live on a rural route. See Page A for complete information on Sears Convenient Easy Payment Plan.

PARCEL POST RATES

Add the shipping weights of your order and change ounces to full pounds (16 ounces to a pound). See table below for amount of postage to include; if your order weighs 25 lbs. and you live in Zone 3, postage will be 57c. If you send too much, every cent extra will be returned. Your Mail carrier can tell you your zone.

Shipping Weight	Local Zone	Zones 1 and 2 Not Over 150 Miles	Zone 3 151 to 300 Miles	Zone 4 301 to 600 Miles	Zone 5 601 to 1,000 Miles
2 lbs. or less	1½c	1½c	1½c	1½c	1½c
3 lbs.	3c	3c	3c	3c	3c
4 lbs.	4½c	4½c	4½c	4½c	4½c
5 lbs.	6c	6c	6c	6c	6c
6 lbs.	7c	8c	9c	10c	11c
7 lbs.	8c	10c	11c	14c	17c
8 lbs.	9c	11c	13c	17c	22c
9 lbs.	9c	12c	16c	21c	27c
10 lbs.	9c	13c	17c	24c	33c
11 lbs.	10c	14c	19c	28c	38c
12 lbs.	10c	15c	21c	31c	43c
13 lbs.	11c	16c	23c	35c	49c
14 lbs.	11c	17c	25c	38c	54c
15 lbs.	12c	18c	27c	42c	59c
16 lbs.	12c	19c	29c	45c	64c
17 lbs.	13c	21c	31c	49c	70c
18 lbs.	13c	22c	33c	52c	75c
19 lbs.	14c	23c	35c	56c	80c
20 lbs.	14c	24c	37c	59c	85c
21 lbs.	15c	25c	39c	63c	91c
22 lbs.	15c	26c	41c	67c	96c
23 lbs.	16c	27c	43c	70c	1.02
24 lbs.	16c	28c	46c	73c	1.07
25 lbs.	17c	29c	47c	77c	1.12
26 lbs.	17c	30c	49c	80c	1.17
27 lbs.	18c	32c	51c	84c	1.23
28 lbs.	18c	33c	53c	87c	1.28
29 lbs.	19c	34c	55c	91c	1.33
30 lbs.	19c	35c	57c	94c	1.39
31 lbs.	22c	40c	67c	\$1.12	1.65
32 lbs.	24c	46c	77c	1.29	1.92
33 lbs.	27c	51c	87c	1.47	2.18
34 lbs.	29c	57c	97c	1.64	2.45
35 lbs.	32c	62c	\$1.07	1.82	2.71
36 lbs.	34c	68c	1.17	1.99	2.98
37 lbs.	37c	73c	1.27	2.17	3.24
38 lbs.	39c	79c	1.37	2.34	3.51
39 lbs.	42c	84c	1.47	2.52	3.77

Merchandise Certificate

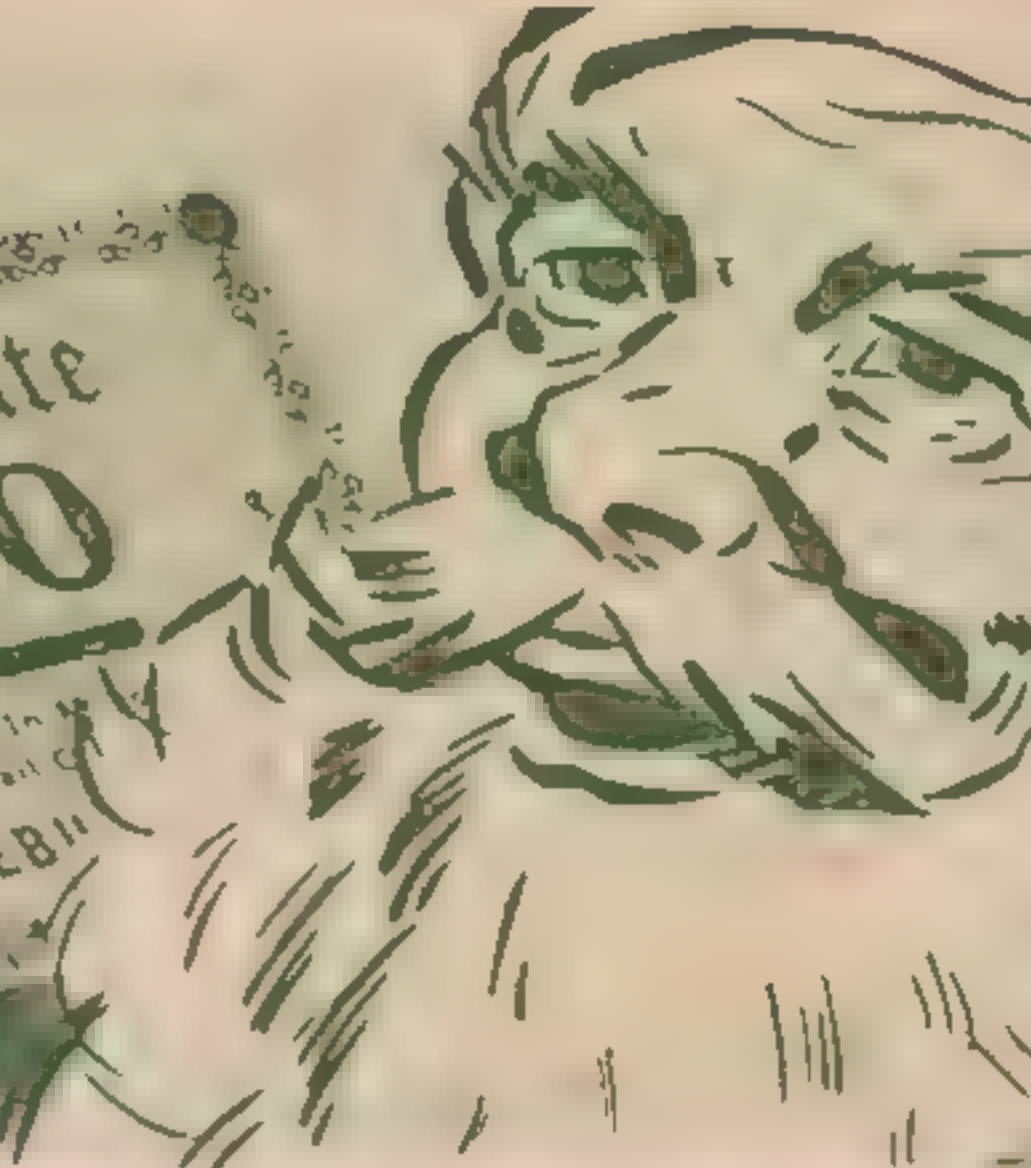
\$100

Redeemable Only In Store
In a Retail or Mail Order Department

SEARS, ROEBUCK & CO.

Serial Number

NOT VALID UNLESS STAMPED BY CASHIER



Sears Merchandise Certificate Books Make Ideal Christmas Gifts

Let Them Choose Their Own Gifts from Any Sears Catalog or Retail Store

Have you an uncle who—try as you may—always manages to have three or four of whatever you may give him? Have you an aunt who never fails to rave over your "lovely" gift and then months after Christmas tells you "that one really wanted?" Have you certain friends who keep you "up a tree" when the holiday anniversary and money giving rolls around? Well this year stop fretting and ACT! Solve your problems the Sears way—Buy MERCHANDISE CERTIFICATES... Ideal for those who would prefer to make their own selection of merchandise. Notice: JUST AS GOOD AS CASH! They can be used in any of Sears mail order houses, retail stores, department stores and departments conveniently located all over the country.

But keeping you out of Christmas jams is not the ONLY advantage of MERCHANDISE CERTIFICATES. They are year-round conveniences that can be put to a hundred uses... for anniversaries, bridge club and party prizes, for the youngsters when they go away to school, to use like cash with mail order or retail purchases, or for those little money-emergencies that occur in the best of budgeted households.

So easy to buy, so easy to use. Take full advantage of this new nation-wide Sears service and stock up for that rainy day the CERTIFICATE WAY. Be penny wise and order a supply for friends, relatives and yourself WITHOUT DELAY. They'll never forget it.

Merchandise certificates are in denominations of \$1 each. Books may be purchased containing as many certificates as you wish. Simply tell us how many certificates you want—and the quantity you would like in each book. For example, \$50 worth of certificates may be divided into: One \$5 book—Two \$2 books—One \$1 book.

Buy Sears Certificate Books for Cash or on SEARS EASY TERMS

Only \$2 Down	for \$10 to \$17 Worth
Only 3 Down	for 22 to 30 Worth
Only 4 Down	for 30 to 40 Worth
Only 8 Down	for 85 to 100 Worth

Example: If you want a book of \$10 worth of certificates, you can buy it for \$2 down and \$8 later. Or you can buy it for \$3 down and \$7 later. Or you can buy it for \$4 down and \$6 later. Or you can buy it for \$8 down and \$2 later. The choice is yours.

121 N 01 Sears Merchandise Certificate Book, \$1.00 each \$1.00
Not Subject to State Sales Tax when purchased

This Christmas Book Is Sent to You Early so You Can Shop Early and Leisurely...
KEEP IT SAFE—KEEP IT HANDY—USE IT OFTEN



Night and Day Necklace

89c
Before Nov. 30
Three presents in one! Three strands matched simulated pearls. Can be worn as 17 in. necklace with matching bracelet, or by clasping the two pieces together it is a 24 in. necklace with two aquamarine rhinestone clasps. In gift box.
4 N 3859—Shpg. wt., 5 oz.
Sale Price Before Nov. 30 . . . 89c
Sale Price After Nov. 30 . . . \$1.00

12-In. Doll, 14-Pc. Layette in Kit

89c
Before Nov. 30
• \$1.50 Value. You get a composition doll with a turn of head.
• Wood frame outfit—se, 14 1/2 x 11 x 4 in. Fill up her glass nursing bottle with the red nipple, shell drink and wet her diaper. Inside elastic jointed arms and legs. Paper covered case. Organdy dress, matching bonnet, 3 diapers, soap, ponge, 2 clothes-pins, etc.
49 N 3517—Shipping weight, 2 pounds 12 ounces.
Sale Price Before Nov. 30 . . . 89c
Sale Price After Nov. 30 . . . \$1.00



Sweetheart Locket

89c
Before Nov. 30
A gift for Her, the truest expression of sentiment, a sweetheart locket. Flower design in a rich gold color heart shaped locket. Size 1 x 1 1/2 in., 18 inch chain. A really appropriate gift.
4 N 3639—Shpg. wt., 3 oz.
Price Before Nov. 30 . . . 89c
Price After Nov. 30 . . . \$1.00

Camera and Film

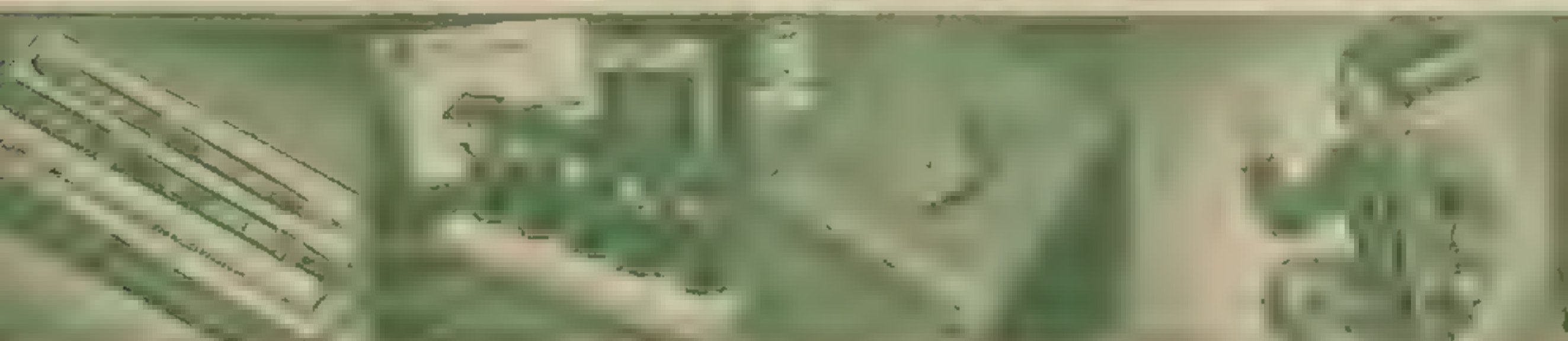
89c
Before Nov. 30
Eastman's \$1.00 camera with Marvelpan regular 26c film included! Baby Brownie, has compact molded body, size 3 1/2 x 2 1/2 x 2 1/2 in. Takes 8 pictures 1 1/4 x 2 1/4 in. to roll. No focusing. Folding eye level view finder.
3 N 6416—Shpg. wt., 12 oz.
Sale Price Before Nov. 30 . . . 89c
Sale Price After Nov. 30 . . . \$1.00

Sturdy Roller Skates

89c
Before Nov. 30
Especially designed for this page of Christmas Bargains! 16 full steel ball bearings in each self contained heavy duty steel wheel, leather straps and high steel lucks. Adjust from 7 1/4 to 10 1/4 in.
6 N 1110—Pr. Shpg. wt., 3 lbs. 12 oz.
Sale Price Before Nov. 30 . . . 89c
Sale Price After Nov. 30 . . . \$1.00

Table and Chair Set

89c
Before Nov. 30
Worth \$1.50! Ivory color and red table, with two red chairs, for junior tea parties! Table top of 3-ply wood, size 14 x 14 in. Height adjustable from 14 1/4 to 16 1/4 in. 8 x 7 in. chair seats, 1/2 in. thick. Height overall, 15 1/4 in.
79 N 08310—Shpg. wt., 8 lbs.
Sale Price Before Nov. 30 . . . 89c
Sale Price After Nov. 30 . . . \$1.00



Pen and Pencil Set

89c
Before Nov. 30
"Trumpet." Gold plated pen with iridium tip. Ink window. State Color: Green, Gray, Wine or Black. Your name stamped in gold. Print name. Wt., 4 oz.
3 N 8080—Men's Set Ea.
3 N 8081—Women's Set Ea.
Sale Price Before Nov. 30 . . . 89c
Sale Price After Nov. 30 . . . \$1.00

Essence of Knowledge

89c
Before Nov. 30
Fivesmart Co. eds in black caps, gowns. The perfume ladies are—Miss Apple Blossom, Miss Sweet Pea, Miss Lilac, Miss Orchid, Miss Gardenia. Diploma included. Gift Box.
8 N 9754—Shpg. wt., 1 lb.
Sale Price Before Nov. 30 . . . 89c
Sale Price After Nov. 30 . . . \$1.00

Little Girls' Locket

89c
Before Nov. 30
A heart shaped locket for her favorite pictures! Lustrous 1/20 12 K yellow gold filled locket with a delicate 13-inch chain to match. A fresh and lovely flower design engraved in the center. Shpg. wt., 3 ounces.
4 N 4424—Locket
Sale Price Before Nov. 30 . . . 89c
Sale Price After Nov. 30 . . . \$1.00

3-Piece Indian Suit

89c
Before Nov. 30
Headdress with brightly colored feathers . . . lace-decorated coat and pants of khaki cotton drill. Sizes 2, 4, 6, 8, 10. State size.
40 N 4372—Shpg. wt., 1 lb. 1 oz.
Sale Price Before Nov. 30 . . . 89c
Sale Price After Nov. 30 . . . \$1.00

AND THEN ON THESE TWO PAGES

89¢ \$1.00

Any orders postmarked
Nov. 30th or before
will be filled at this
special low 89¢ price.

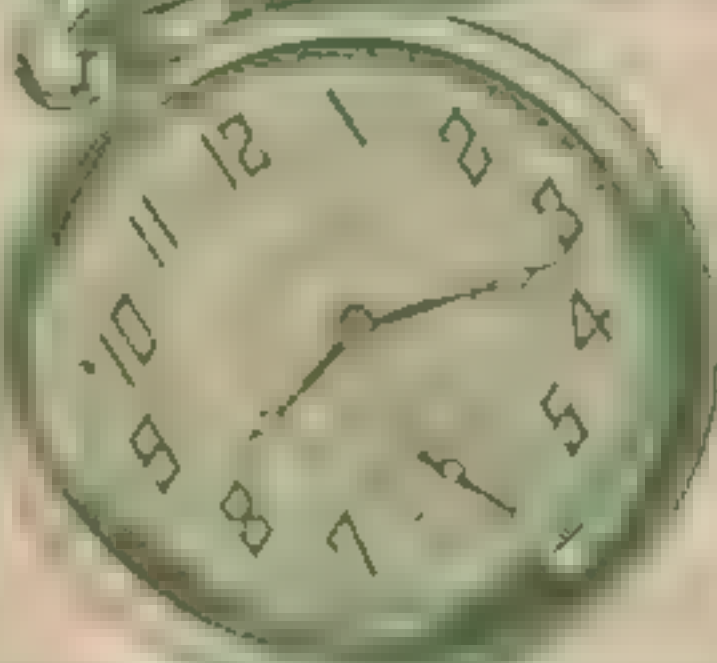


Be Patriotic!

89¢ \$1.50 value Reliable
Ingraham pocket
watch. White
cerise Bell in enameled
colors. Nickel plated
case metal dial with raised gilt
numerals, unbreakable crystal.
Runs 30 hours. Shpg. wt., 4 oz.
4 N 1707—Watch and Box
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00

Capeskin Gloves for Men

89¢ \$1.39 Any Place But Seave!
Heavy rolled top and hand-
sewn... chrome lanned for softness.
Full outseam sewn... no inside
seams. Slip-on style. Unlined.
Colors: Cork, Gray or Black. Half Sizes:
7½ to 10½. Shpg. wt., pr., 5 oz.
13 N 4013—State size and color
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00



Poker Rack with Chips

89¢ You'd expect to pay
at least \$1.39! Oblong rack, with
smooth rounded
corners. Beauti-
fully grained gum-
wood, Catalin handle. 100
wood chips—quiet and practic-
ally unbreakable in play. Spaces
for 2 decks of cards, (not incl.)
3 N 6938—Shpg. wt., 2 lbs. 2 oz.
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00

Don Gray Wallet

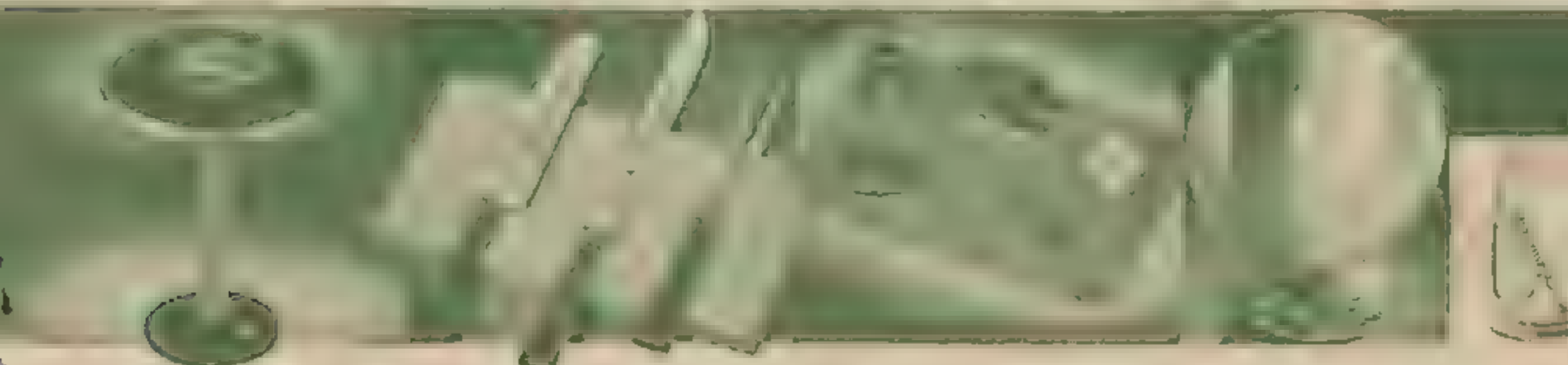
89¢ Handsome Brown
Steerhide... em-
bossed in hand-
tooled effects—a
real \$1.50 value.
Secret pocket when
removed can be used as thin
dress wallet. Zipper pocket.
Size closed 2½ in. Name
stamped in gold. Print name
16 N 2427—Shpg. wt., 8 oz.
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00

Set—a \$1.50 Value!

89¢ Buckle of sterling
silver or rich yel-
low gold plate.
Hand engraved in
ital that makes it
really personal.
Sturdy 1-in. black bridle cow-
hide belt, sizes 30 to 44. State
size; print initial. Shpg. wt., 11 oz.
4 N 05468—Sterling
4 N 05469—Gold Plate
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00

Fitted Clothes Brush

89¢ Top of this handy
cloth brush is of
genuine walrus
grained leather and
contains tubes of
Brush...
Cream, Dental Cream, Tooth
Paste, Razor Cream, etc.
File. Zip slide fastener. Black
only. Size 6½x2½x2 in.
8 N 9757—Shpg. wt., 8 oz.
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00



Metal Smoker

89¢ A shining value!
Bright with nickel
trim. Finished in
washable, baked on
Black or Walnut
enamel. Has fume-
less and smokeless ash receiver.
Carrying handle. Tray is 13
in. in diam. (Ht., 18½ in.; with
handle up, 21½ in. State color.
1 N 4899—Shpg. wt., 3 lbs. 8 oz.
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00

3-Piece Carving Set

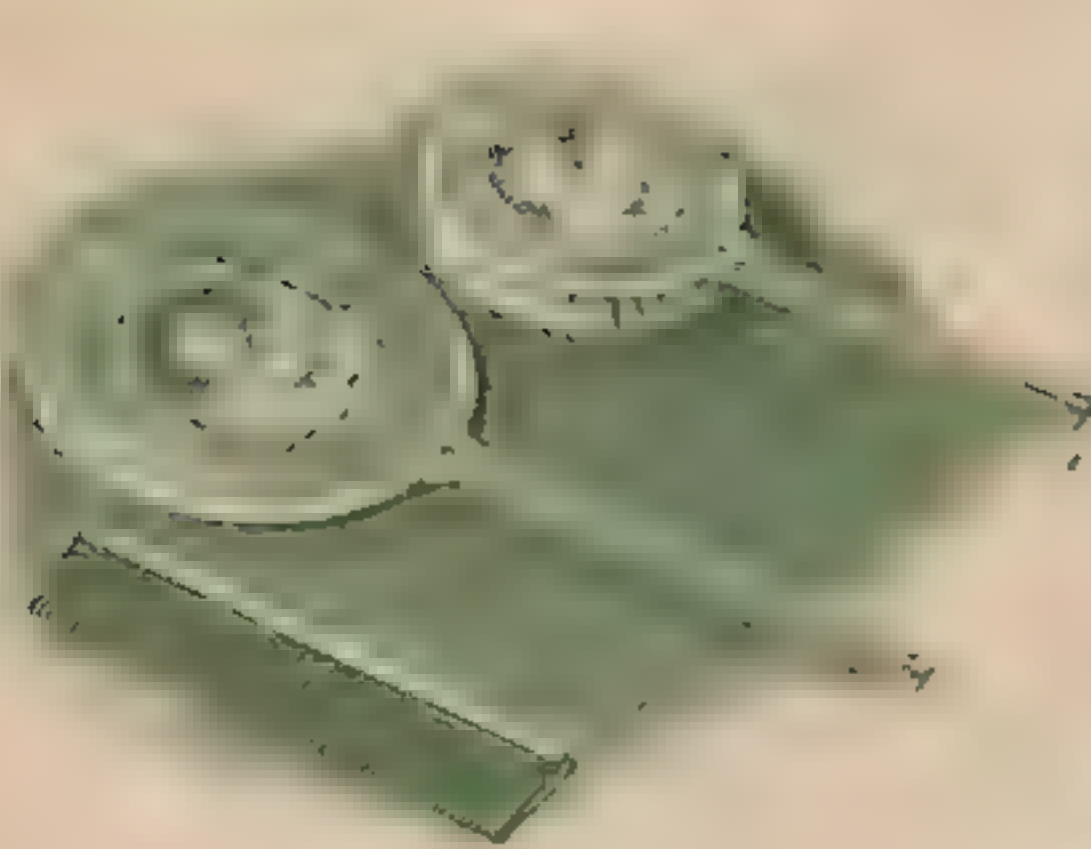
89¢ A \$1.95 value any-
where! You'll be
proud to offer it as
a gift! Knife has
heavy, fully
ground, sharp, 8 in.
stainless steel blade. Stainless
steel spatula. Stainless steel
fork. Simulated horn handles.
Gift box. Shpg. wt., 1 lb.
9 N 9725—3-piece Set
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00

6-Piece Desk Set

89¢ Installed! Bronze
color metal, Gold
color metal initials.
Inkwell, letter
rack, perpetual
calendar, letter
opener, roll blotter, and 19½x
12½ in. pad, blotter. Print initials.
25 N 9542—Shpg. wt., 1 lb. 6 oz.
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00

Adjustable Mirror

89¢ Ideal for shaving
or makeup. Has a
two-way adjust-
ment. See fig-
ure and have
it at once.
Want tip. Base has 1 in. pad.
Diameter of mirror, 6 in.
8 N 9756—Shpg. wt., 2 lbs. 10 oz.
Sale Price Before Nov. 30 89¢
Sale Price After Nov. 30 \$1.00



3-Piece Dresser Set

Lovely Enamel-Effect Finish

89c

Before
Nov. 30

You'd pay up to \$2.00 elsewhere. An attractive ensemble to quickly transform her dressing table into a true realm of beauty and charm. The picture of the lovely lady on hand mirror and brush enhance the beauty of the set.

Your choice of Eggshell, Peach, or Blue in lovely shaded effects. Gold color metal trim. State color. **8 N 9949**—Shpg. wt., 1 lb., 12 oz.

Sale Price Before Nov. 30.....
Sale Price After Nov. 30.....

89c
\$1.00



Aromatic Chest

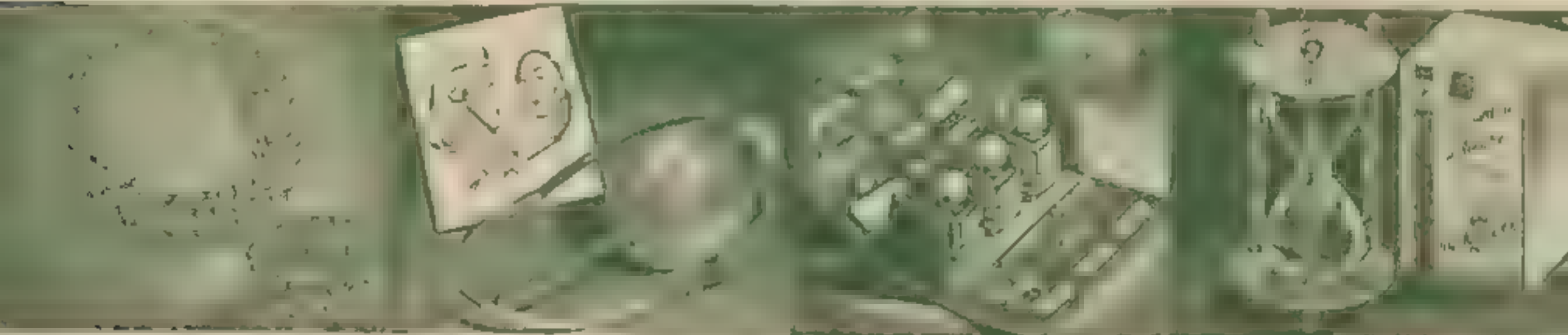
With Stationery

89c

Before
Nov. 30

The genuine Tennessee red cedar is polished to a mirror-like gloss. Lock and key. 24 flat sheets, 9 1/4 x 6 1/4 inches and 24 envelopes, 6 1/4 x 3 1/4 inches. Overall size, 10 1/4 x 8 1/4 inches.

3 N 3125—Shpg. wt., 3 lbs.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



Collar Necklace

89c

Before
Nov. 30

An altogether new and very smart costume jewelry trend. Overlapping hinged leaves of alternate yellow gold, silver

and copper color metal. Buy before Nov. 30th. Shipping weight, 6 ounces.

4 N 3640—Necklace, each
4 N 3641—Bracelet, each
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00

"Hands-Free" Mirror

89c

Before
Nov. 30

Sells for \$1.29 in our Big Catalog. Convenient. Hang it around neck by the strap. Both hands are free to apply make-up or fix hair. Men find it handy for shaving. Adjustable to any angle. About 5 1/2 in. diam., glass mirror.

8 N 1154—Shipping weight, 1 pound 11 ounces
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00

10-Pc. Ann Barton Set

89c

Before
Nov. 30

Dubonnet color genuine leather case rayon lined. Contains: Ann Barton Polish, Polish Remover, Cuticle Remover, Manicure Scissors, Emery Board, Nail File, Cuticle Pusher, Nail cleaner, Orange wood stick and Cotton. Size closed, 5 1/2 x 3 1/2 inches.

8 N 9752—Shpg. wt., 1 lb. 4 oz.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00

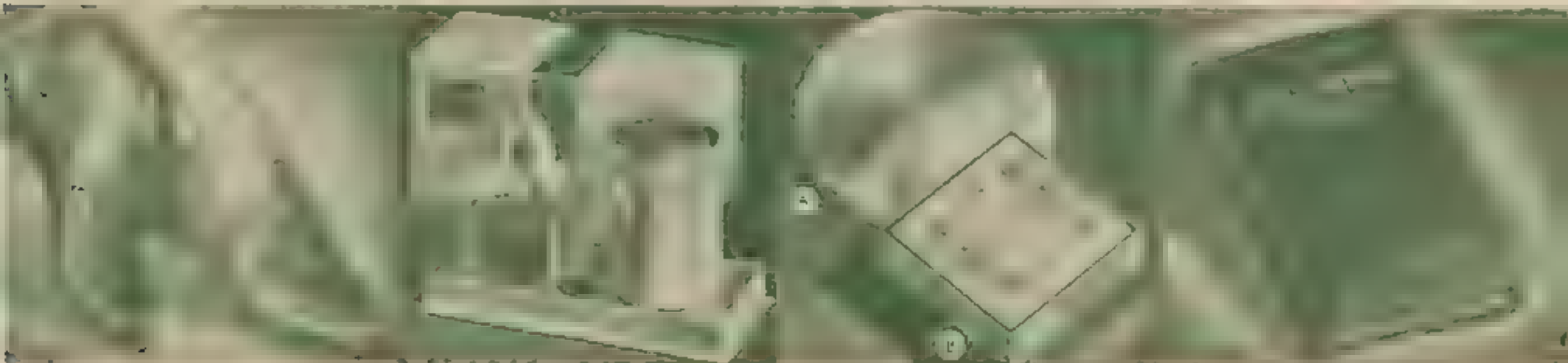
Hour Glass Perfumes

89c

Before
Nov. 30

For delicate use. Hour Glass perfume bottles contain delicate "Morning Mist" and "Evening Mood" perfumes. Brass stand. Perfume by Karol.

In box
8 N 9753—Shpg. wt., 1 lb.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



Leisure Lover

89c

Before
Nov. 30

Soft capeskin slippers — A bright gift idea. Padded leather.

Women's Sizes 3 to 9 in D (medium wide) width. No half sizes. State size. Shpg. wt., 12 oz.
15 N 93675—Red, Pair
15 N 93676—Blue, Pair
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00

Wisley Bath Set

89c

Before
Nov. 30

This beautiful Wisley set contains cologne and bath powder in your choice of Apple Blossom or Carnation odors. Cologne in spun glass effect bottle. Bath powder cylinder covered with lustrous moire ribbon. State odor.

8 N 9755—Shpg. wt., 2 lbs. 8 oz.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00

Lovely Compacts

89c

Before
Nov. 30

Two stunning single compacts made by Elgin American. Round, (A) is 3-in. in diam., softly burnished silver plate. "Snuff Box," (B) has flower decorated genuine cloisonne front, black enamel back, gold color trim. 2-in. square.

\$2.00 Value. Shpg. wt., 5 oz.
(A) 4 N 4609—Round, Ea.
(B) 4 N 4610—Square, Ea.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00

Real Leather Bible

89c

Before
Nov. 30

Words of Christ clearly printed in Red. An outstanding gift. Rich, overlapping genuine leather binding. Also has 15 lovely sepia (brown) illustrations. Small, clear, pronouncing type. Size 4 1/2 x 6 1/4 in. An ideal King James Text Bible. Name in gold on cover. Print name.

3 N 2808—Postpaid.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



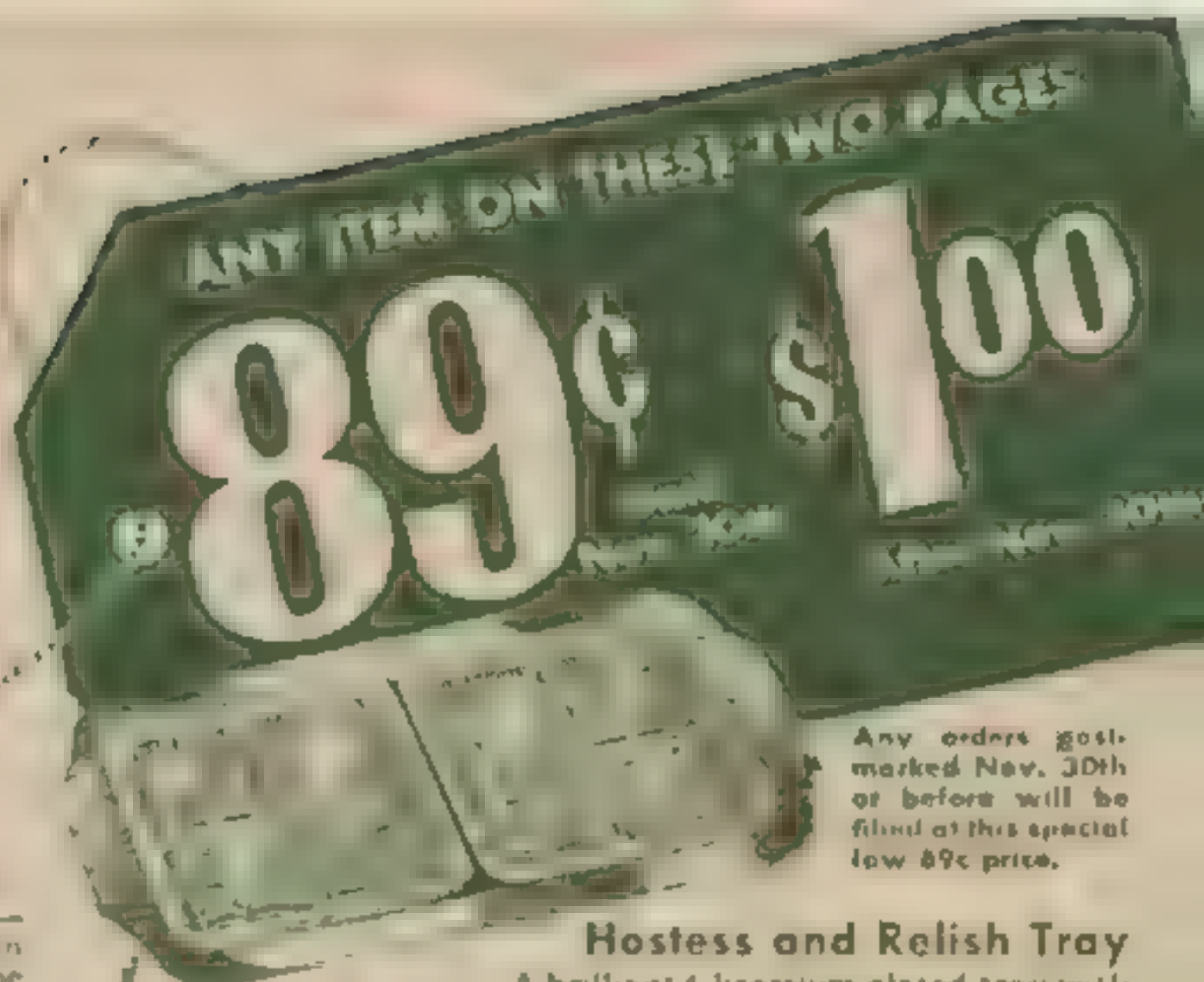
Worth Fully \$1.59

89¢

Before
Nov. 30

Top is lithographed—
modern design with an
effect in soft, two-tone
walnut color. Alcohol and
water resistant! Sturdy
wood frame, well braced.

Plated top, 1/4" thick, 1/4" x 1/4" steel
Top, 28 1/2" x 28 1/2" in. Mailable.
IN 0480—Shpg. wt., 8 lbs.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Hostess and Relish Tray

89¢

Before
Nov. 30

A brilliant Chromium plated tray with
two sparkling, removable glass relish
dishes. Separately the 17 1/2 inch tray
may be used for cake or sandwiches,
or as a tray for appetizers and
cracker service. Worth \$1.50
4 N 8211—Shpg. wt., 4 lbs

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Any orders post-
marked Nov. 30th
or before will be
filled at this special
low 89¢ price.



7-Piece Damask Set

89¢

Before
Nov. 30

Cotton and rayon
damask set, 7-piece
set, boxed.
Hemmed. Japan-
ese design. Each,
about 50x66 inches;

six napkins, about 15 x 21
inches. Save! Buy before Nov. 30th.
Colors: 1 light blue, 1 green, 1 green
State color.

125 N 7707—Shipping weight,
2 pounds 4 ounces.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

A Real \$1.50 Value

89¢

Before
Nov. 30

Price was \$1.29 for
the same set.
100% metal case ena-
melled in rich brown. 5 in. high. Shut-
tles, 1/2" thick. 1/2" thick.
bell alarm. 30-hour movement.

State color.
4 N 8309—Shpg. wt., 2 lbs.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

8-Piece Console Set

89¢

Before
Nov. 30

A real \$1.79 value!
100% metal case ena-
melled in rich brown.
crystal glass flower
holders, 4 1/2 in.

ing water lily candle and four
dies. 8 piece set.
25 N 9025—Shipping weight, 6
pounds.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Delicacy Basket

89¢

Before
Nov. 30

Contains 8 as-
sortments of
berry, peach,
apple, port wine
and nut. No peanuts.

stuffed dates, figs, fruit filled
red nuts. No peanuts.
8 N 7889—Shipping weight,
3 pounds 14 ounces
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Cotton Lace Cloth

89¢

Before
Nov. 30

Only 89¢, if you buy
it's a
dollar! Lovely, 7-
piece set of
cloth to make your

bedroom or bathroom. Be-
cause it's so lovely, it's a
dollar! 1/2" wide. 1/2" wide.
36x80 inch size. Boxed.
125 N 7929—Shipping weight,
1 pound 13 ounces.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Gorgeous Cases

89¢

Before
Nov. 30

Before Nov. 30th,
one dollar! Chinese
imports... scarce
days. Actually

125 N 7987—Shpg. wt., 1 lb. 2 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Oil Silk Covers

89¢

Before
Nov. 30

Extra heavy, "Ford"
oil silk covers.
Washable... odor-
proof. Elastic

zipper bags.
125 N 7779—Shpg. wt., 1 lb. 2 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Sterling Tops

89¢

Before
Nov. 30

Sparkling glass
and pepper shak-
ers with tops of
sterling silver.

This set of eight
pieces is a real treat.
4 N 8184—Shipping
weight, 1 pound
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

TREE-RIPENED TEXAS ORANGES AND GRAPEFRUIT

BIG, LUSCIOUS-FLAVORED . . . DIRECT FROM GROVE

GRAPEFRUIT

\$1.98

Per Bushel . . Plus
Delivery Charge

ORANGES

\$2.29

To Order Or-
anges and
Grapefruit on
Sears Easy
Terms See
Page A for full
Details

Per Bushel . . Plus
Delivery Charges
... See Below

AN APPROPRIATE GIFT FOR CHRISTMAS

Give friends and relatives a basket of delicious, tree-ripened citrus fruit. Attractively packed . . . a novel, desirable, useful gift that's appreciated by everyone. Luscious, tasty fruit like Texas oranges and grapefruit full of vitamins. Fully tree-ripened, thin-skinned. Tree-ripened fruit contains more vitamin C than any other fruit. Texas oranges and grapefruit are noted for their fine quality and abundant juice.

SAVE THROUGH SEARS MARKETING PLAN

Sears large distributing facilities have been put at the disposal of the largest and best known citrus fruit growers in Texas. This marketing plan is designed to aid the citrus fruit growers, and at the same time, to give you a big saving.

SWIFT DELIVERY SERVICE

Sears marketing plan now makes possible the delivery of fine tree-ripened oranges and grapefruit direct to your home by Railway Express. Our delivery schedule has been speeded up so that you may have this luscious fruit on your table, or delivered to your friends, within 96 hours after it is picked fully ripe from the tree.

Large Juicy Oranges

Large size, juicy, very
most seedless. Thin skins, rich orange color.
Weight, 55 pounds
91 NM 880F—Bushel Oranges . . . \$2.29

Mixed Oranges and Grapefruit

oranges and half grapefruit
quantity as offered in straight bushels. Pack
to bushel Weight, 55 lbs
91 NM 888F—Bushel Mixed Fruit . . \$2.14

Add the Delivery Charges Per Bushel, Shown Below

Arkansas, Colorado, Kansas, Missouri, Nebraska, New Mexico, Oklahoma	39c
Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, North Carolina	65c
North Dakota, Ohio, South Dakota, Wisconsin	65c
Delaware, District of Columbia, Maryland, New Jersey, New York	95c
Pennsylvania, Virginia, West Virginia, Wyoming	95c
Montana and New England States	\$1.23

When fruit is to be shipped as a gift, we will include a Christmas card bearing name. Specify name and address of person who is to receive the gift, as well as your name and address. Fruit is shipped prepaid if delivery charges above are included with order. Shipped in strong wooden baskets direct from grower in Texas. Fruit available after December 1st; orders filled up to May 1, 1941.

PAGE H • SEARS, ROEBUCK AND CO.

Texas Grapefruit

Juicy and Flavorful
..Thin Skin

Favorite of Millions

Unusually sweet and chock-full of juice
Texas grapefruit are the favorite
fruit of millions of Americans

Weight, 55 pounds
91 NM 884F—Bushel . . . \$1.98

Important! Read Before Ordering

Be sure to send your order and remittance for Citrus Fruit direct to:

Sears, Roebuck and Co., Fruit Exchange,
P. O. Box 1269 Harlingen, Texas. Send
Easy Payment Orders to Sears nearest
Mail Order House.

F6329 8.30.40

WishbookWeb.com

SAY LITTLE HOUSEWIVES



Complete 40-Piece Party Set

- Dinner set alone worth \$2.50!
- 33 lustre China pieces—service for 6
- Floral design fine China with blue border.
- Tablecloth 26 in. square; 6 Napkins 6 in. sq.

Looks like Mother's fine dinnerware! Made of fine China, decorated with exquisite floral design. Daintily decorated square tablecloth, and six napkins. And larger pieces than usual at these extremely low prices! Made in Japan, includes 6 cups, 3 1/4 in.; 6 saucers, 3 1/4 in.; 6 plates, 4 1/4 in.; 6 cereal dishes, 3 1/4 in.; teapot with cover, 5 1/2 x 3 1/4 in.; covered sugar bowl and creamer; platter, 6 1/2 in. long, 4 1/2 in. wide; gravy boat; casserole with cover, 5 1/4 in.

49 N 1607—Shipping weight, 5 pounds 8 ounces.....\$1.98

\$1.98



54-Piece Aluminum Percolator Set—Service for 6

- \$1.50 Value—you save almost 50% on this nice set
- Every piece of sturdy first quality aluminum—unbreakable and easily cleaned. Bright, shiny, sanitary aluminum.
- Embossed picture from the story "Little Bo Peep" on all pieces (except cutlery). Each piece nicely finished—no sharp edges.

One of the most exciting toy values of the season! Special arrangement with our manufacturer makes it possible for us to bring you this fine quality 54-piece aluminum tea set at an unheard of low price! Percolator holds 1/2 pint and has a cool enameled wood handle (does not burn tiny hands). 6 plates, 4 1/4 inches; 6 saucers, 3 1/4 inches; 6 cups hold 1 1/2 ounces; 6 knives (4 1/4 inches); 6 forks; 6 spoons; sugar bowl and creamer; 12 little paper napkins. In decorated box

49 N 1873—54-Piece Set. Shipping weight, 1 pound.

83c



18-Piece China Set

Serves 4. Floral design fired on under glaze. 4 cups, 2 1/4 in.; 4 saucers, 3 1/4 in.; 4 plates, 3 1/4 in.; cake plate, 4 1/4 in.; tea pot with cover, 4 1/2 x 3 1/4 in.; sugar bowl with cover and creamer. Japan made

49 N 1606—Shpg. wt., 2 lbs. . . 49c

49c



17-Pc. China Set

Serves 4. Has 4 cups, 1 3/4 in.; 4 saucers, 2 1/4 in.; 4 plates, 2 1/4 in.; tea pot with cover, 3 1/4 x 2 in.; sugar, creamer. Japan made

49 N 1605—Shpg. wt., 1 lb. 25c

25c



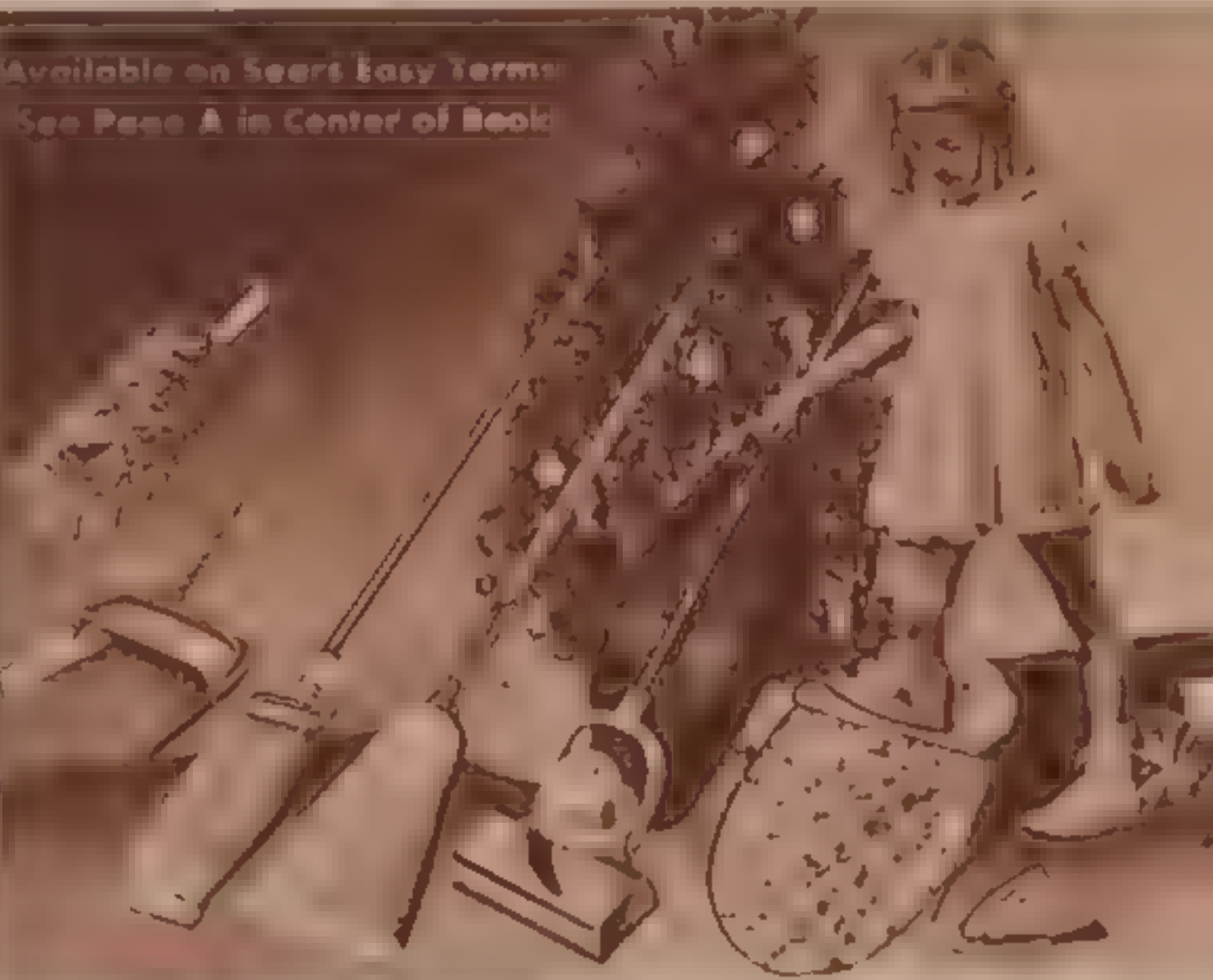
7-Piece Luncheon Set . . . Tablecloth, Napkins

At this low price, an amazing find! Good quality white crepe cloth with enchanting 4-corner red, brown, and blue flower design with a smart blue border. One of our most outstanding values to win a small girl's heart. Setting the tea table for her Doll Family will be so much more fun with this pretty set—order one today! Tablecloth is 26x26 inches square. The Six matching Napkins are 6x6 inches square. Made in Japan.

48 N 2199—Shipping weight, 8 ounces

29c

29c



Available on Sears Easy Terms
See Page A in Center of Book

7-Piece Housekeeping Set—\$1.25 Value!

- Toy Kanmore vacuum cleaner; revolving brush; sateen bag.
- 26-inch wringer style wet mop . . . just twist the metal grip to wring water from mop. Teaches tidiness and cleanliness.
- 32-in. Broom—corn broom . . . 12 in. cotton yarn duster . . . Long handle dust Pan . . . Printed cotton apron, fancy dust cap.

Everything "Mother's Helper" needs—in just the right size! Grand for playing house and keeping her room tidy and neat! 25 1/2-inch vacuum cleaner has a revolving brush and sateen bag. Mop and 12 inch duster have wood handles. The broom has an enameled wood handle. Enameled steel dust pan, 6 1/4 x 9 1/4 inches with a long handle. And to help keep little housekeepers neat, there's a darling printed cotton apron with a handy front pocket and matching dust cap!

79 N 02110—7-Piece Cleaning Set. Shipping weight, 4 pounds.....89c

89c

For Other Toy Values
See Our Big Catalog!

◆ PAGE 69 GIRLS' TOYS

WishbookWeb.com

TOYS FOR LITTLE COOKS

Available on Sears Easy Terms

See Page A in Center of Book



Electric Stove — Really Works!

- 4 cook top burners—one in oven.
- Real heat indicator on oven door.
- Electric light on back panel.
- Approved by Underwriter's Lab.

Learn to be a *real* cook on a *real* stove!

Comes complete with cake pan, whisking teakettle, sauce pan, stew pan, 4 cookie cutters and cookie sheet—all the things a little cook needs to cook real meals. Three dummy drawers. Complete with cord and plug for 110 volt AC or DC current. Easy to operate in structure! Size, 11 1/4 x 10 x 5 1/2 inches.

49 N 2090—Shipping weight, 3 pounds 12 ounces

\$1.98

\$1 Value. 15-Pc. Bake Set — Like Mother's!

- Our sets are complete because we ourselves assemble them.
- Pieces that are big enough to use—heavy enough to last.
- Metal and wood pieces—copies of real cooking implements.
- With a helpful cookbook of small recipes for small girls.

What a thrill your little girl will get, using her own bake set to follow her simple easy-to-cook recipes! Includes 10 x 5 1/2 in. wood pantry board; 4-pg. wood reminder board; 10 in. wood rolling pin; red 5 1/2 in. rotary egg beater with wood handle; real mixer sifter with wood handle; 7 1/4 in. tin cookie sheet; 2 cookie cutters; 4-cup measuring cup; one pan; bread pan; measuring cup; mixing bowl; angel food cake pan. Plus the cookbook. Rolling pin, beater, sifter and cup have red decorations.

49 N 1967—Shipping weight, 2 pounds 2 ounces.....

53c

53c

Play Stove

89c

18 pieces including pots and pans. 11-piece food for at once a tray.

Modelled like a family of 3! "family." Show your playmates what a good cook you are! This big size toy stove is sturdy built and is finished in glistering white enamel—easy to clean. Oven door and two lower doors really open and shut. Utensils are: 1 skimmer, 2 pie tins with imitation wooden pies, 1 frying pan, 2 bread pans with wooden loaves, 2 stew pans and 2 spoons. Overall size of stove is 9 1/2 x 8 1/2 x 9 1/2 in. Shipping weight, 4 lbs. 8 oz.

49 N 2088

89c



Now for scattered toys! This large wood chest and seat combination is an ideal place to put toys not in use. The lid is padded covered with coral. Matted, rubber lined, padded bottom. Lid handle holds it open. Inside lined with colorful paper. Slides along floor on metal guides. Size, 24 x 12 x 12 in.

79 N 08442—Shipping weight, 9 pounds

Extra Large Chest \$2.50 Value

\$1.98

\$1.98

Merchandise Certificates Make Ideal Gifts. See Page C in Center of Book.



Bargain Bake Set!

12 pieces. Play hostess and cook just like Mother! 7 1/4-inch metal cookie sheet, 4-cup muffin tin, angel food cake tin, 2 cookie cutters, bread pan, 2 extra pans, bakedish with cover, rolling pin, pie plate. Shpg. wt. 1 lb. 2 oz.

49 N 1964—Bake set

23c

70 • SEARS-ROEBUCK

Play Refrigerator

She'll love to store her groceries in this toy replica of a big refrigerator! It's a big size too! 11 x 8 x 5 1/2 in. Well stocked with play groceries. Enamelled white inside and out. Catch lock on door. Inside door photographed in picture. 11 recent takes. Ice trays held with removable imitation cubes.

49 N 2108—Wt. 2 lbs 12 oz

89c

Steel Kitchen Cabinet

2 in 1 steel kitchen cabinet and table! Slide off the cabinet and you have an enameled-top kitchen table! Cabinet is well stocked with play packages of food. Six utensils include egg mixer, egg beater, rolling pin, bread board, chopping bowl, and potato masher. Size of cabinet is 14 x 14 x 7 inches. Sturdy constructed. Shipping weight, 3 pounds.

79 N 02070—Cabinet

95c

95c

Running Water Sink

It really works! Two faucet to turn water on and off. Water runs from reservoir in back of sink. Size, 10 1/2 x 9 1/2 x 5 1/2 in. Constructed of colorful lithographed metal. Rubber stopper, soap dish, soap, one filled and one play box of cleaning powder. Your little girl will spend many happy hours with this practical toy. Shpg. wt., 2 lbs. 12 oz.

49 N 2109

89c

89c

NEW! Sears Big-Three for Little Housekeepers

- ★ Sold Only by Sears
- ★ Easily Worth 1/2 More
- ★ Sturdy Auto Fender Steel
- ★ Baked On Enamel Finish



HAPPY TIME

\$1.98
Each

Set of 3
\$5.79

When ordering Set of 3 use Catalog No. 79 N 02096

San Diego Jr. (14 1/2 x 14 1/4 x 10 1/4 in.)

♦ PAGE 71 TOYS



Water Reservoir

- On-Off Faucets that Run Water
- Reservoir Holds Water Supply
- 3 Hinged Utensil Compartments
- 18 Pieces of Sink Equipment

Accurately copied, detail for detail, from Sears San Diego Sink! Gleaming white baked-on enamel finish with red knobs, 3 compartments with drop doors, 2 built-in drainboards, rubber stopper. Sink strainer, soap dish, 2-pc. dish drainer, sponge, soap, dish mop, towel, dish cloth, round strainer pan, receptacle can for waste water; complete with 5 decorated realistic metal dishes.

79 N 02111—Shipping weight, 13 pounds.....\$1.98

Coldspot Jr. (18 1/2 x 11 1/2 x 9 1/2 in.)



Closed View

- Copy of One of Our Big Coldspots
- 3 Removable Metal Shelves
- Roomy Pull-Out Handi-Bin
- 2 Pull-Out Ice Trays; Play Ice

Just like Mother's big Coldspot! Pretend you're keeping Dolly's food cold. You can make believe you are defrosting your Coldspot with dummy defroster and temperature control. Glistening white enamel finish, red handles. Sturdy construction. With glass bowl, 2 wood milk bottles, wood jam jar with cover, 2 pie plates, short handled pot, 2 bread pans, 2 wood chopping bowls.

79 N 02094—Shipping weight, 16 pounds.....\$1.98

Prosperity Jr. (16 1/2 x 14 1/4 x 9 1/4 in.)



Closed View

- Non-Electric, Safe for Girls
- All 3 Compartment Doors Open
- Imitation Light and Timer Unit
- 18 Pcs. of Cooking Equipment

Miniature of one of our big 1940 stoves! Broad cooking surface, 4 movable burner controls. Shining white enamel with red fittings. With aluminum whistling tea kettle, aluminum sauce pan with cover, pie plate with wooden pie, bread pan with 4 wooden loaves, deep frying pan with cover, shallow frying pan, pancake turner, ladle, soup ladle, pot holder.

79 N 02091—Shipping weight, 12 pounds.....\$1.98

Candy Fruit, Vegetables



Six ounces of pure candy. Realistic turkey, 3 1/2 in. long. 6 assorted fruits and vegetables. Include several packages with your Big-3 order. Shpg. wt., 7 oz. 49 N 2093.....29c

LITTLE FOLKS' FURNITURE



Clever Combination—Rock-N-Cradle

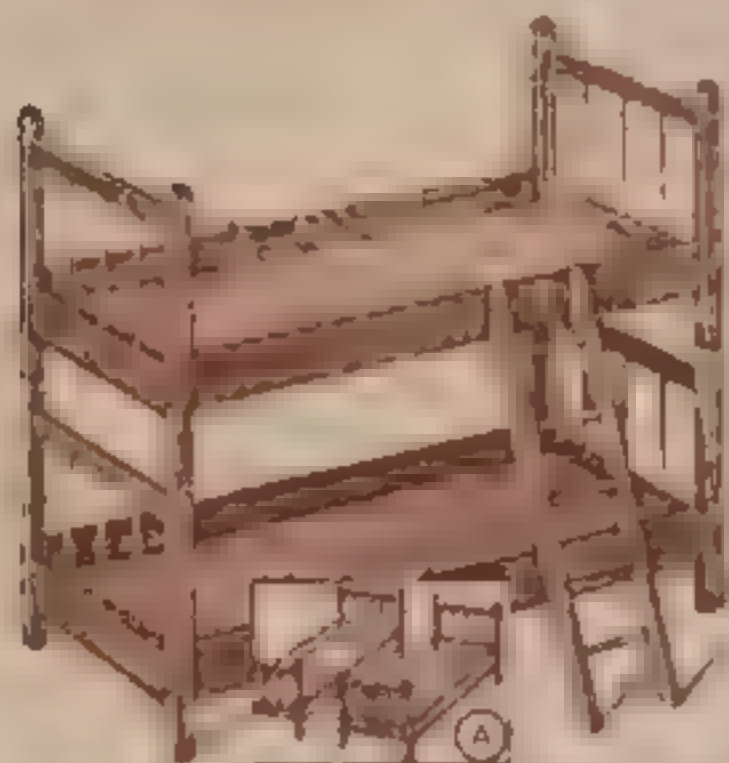
\$4⁹⁸ • A \$6.95 value. Rock Dolly to sleep, then lay her in cradle side of rocker. • As it rocks it plays Swiss music. • New "Pegged-Steel" Construction. For little mothers up to about 10 years old. Solid maple with satiny finish; early American design. Automatically plays music, no winding. Height 23 in., seat, 26x11 in.; 11 in. from floor. Doll not included. 79 NM 8598—Shpg. wt., 19 lbs. Not mailable \$4.98

Two-Tone Bell Chime Cradle

\$1⁹⁸ When sleepy heads nod, whisk them off to dream and in this charming musical cradle. Satin-smooth varnished maple finish with an attractive border design at the head and foot... but best of all you'll like the two-tone bell chime that tinkles Dolly to sleep. Size, overall, 24x15½x14 inches. Will hold up to 24-in. dolls. Shipping weight, 5 pounds. 79 N 07802—Mailable..... \$1.98

22-inch Doll High Chair

73c Even dolls eat better with their own high chair! This one is just right. With a hand-woven gun, he feed back, lift up toy tray. Wooden seat, 5½x7 in. Enamel light green. Shpg. wt., 3 lbs. Doll not included. 79 N 08410—Mailable..... 73c



Double Decker Bunk Bed

\$1⁰⁰ Makes twin beds too! (See A) Maple finish. Wood side rails, ends. 22x10½ in. wide; 18½ in. high as bunk bed. 2 cloth covered cardboard mattresses. 14-in. ladder. Mailable. Shpg. wt., 6 lbs. 79 N 07933 .. \$1.00



Our Best Hand Woven

Worth \$3.29! Sturdy fiber over hardwood frame. Ivory enameled. Padded seat, 12½x12 in. cretonne covered. 4 braces. Ht. 22½ in.; 20 in. across arms. Mailable. Shpg. wt., 10 lbs. 79 N 08587 .. \$2.29



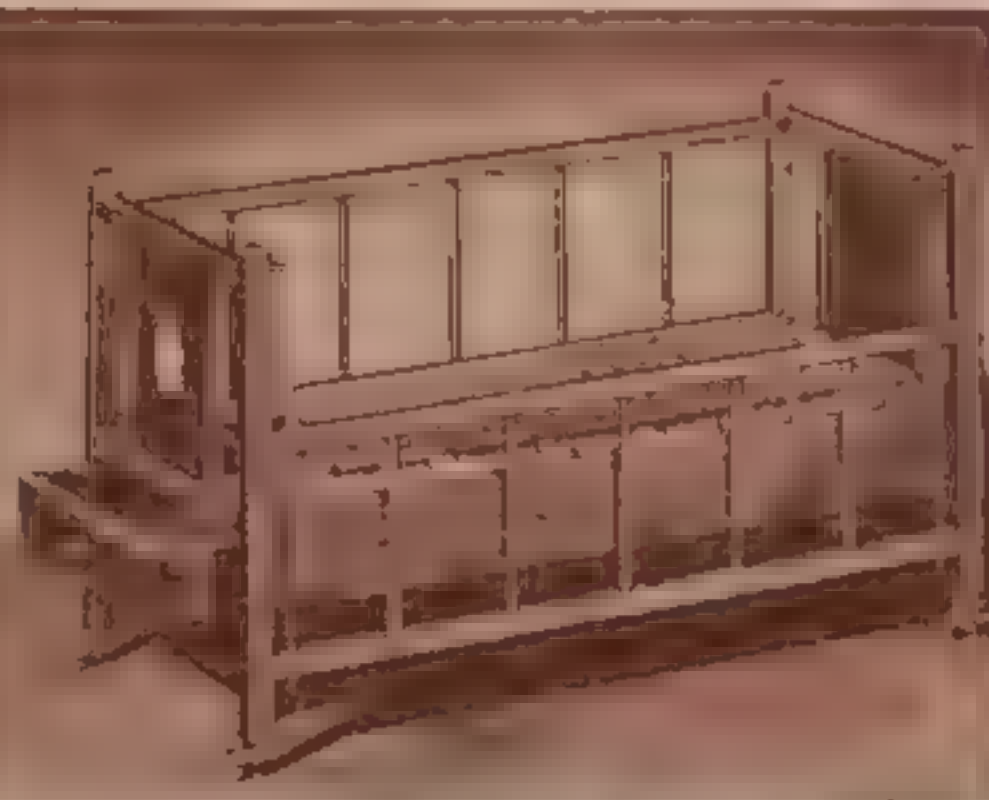
Usual \$2.00 Rocker

Hand woven fiber. Enameled light green. Seat 11½x10½ in., padded, cretonne covered. Ht. 19½ in. 18 in. across arms. Hardwood down, uprights, metal braces. Mailable. 79 N 08580 Shpg. wt., 9 lbs. \$1.39



"Happi-Time" Rocker

Worth 25% more! Solid maple rocker, smooth finish. Steel pegged construction for strength. Ht., 23½ in.; seat, 12½x11 in. Shaped arm rests. Mailable. Shpg. wt., 10 lbs. 79 N 08588... \$2.19



\$3.00 Bassinet with Roomy Drawer

\$1⁹⁵ Just like the kind that real little babies sleep in! Easy-working dropside lower it to put Dolly in bed, raise it when she's tucked in. And look at the running drawer that pulls out of the foot of the crib—the right size for nighties and clothes. Cloth covered cardboard mattress. Legs have swivel casters. Length 30 inches, width, 14½ inches; height, 19 inches. Maple finish, selected wood. Shipping weight, 12 pounds. 79 N 07932—Mailable..... \$1.95



24-inch Jenny Lind Bassinet

\$1⁰⁰ Built to sell for \$1.50! Graceful bassinet with shapely turned wood posts. Made of selected hardwood with a lustrous maple finish. Big enough for a 24-inch doll. 13 inches wide; 19½ inches high. Little mothers just love to make their own bedding for their doll bassinets. Wood slat bottom. This will make a welcome addition to Dolly's boudoir. Mailable. 79 N 07986—Shipping weight, 5 lbs., \$1.00



20½-inch Ivory Enameled Cradle

49c If you're buying a doll for a lucky little girl, why not include this cradle too? It makes a wonderful ensemble—and the price is so low! Firmly constructed with three dowel ends and four dowel sides. Wood slat bottom. Length, 20½ inches, width, 10½ inches; height, 11½ inches. Mailable. 79 N 07930—Shipping weight, 2 lbs., 49c

WELL-BUILT, SMART, PRICED LOW

HAPPY TIME

SPECIAL TOY FLASH

Don't Forget... the
Happi-Time Trade Name
on Any Toy Means
Either an Exclusive Sears
Design, Idea or That the
Toy is Built to Our Own
Extra Rigid Quality
Specifications

EASY TERMS AVAILABLE

See Page A, in
Center of Book



A Little Girl's Dream Come True . . . Her Own Furniture! Regular \$6.95 Value!

Check These Sears Happi-Time Features:

- Solid maple construction throughout with a fine maple finish.
- Properly proportioned . . . chairs designed for correct posture.
- Safe and sturdy . . . smoothly rounded edges and corners, with flared legs that are tip-proof.
- All joints are permanently fastened . . . reinforced with new "steel peg" construction . . . legs are strongly braced.

She'll like this set best of all because it's just like Mother's—guyot, ladder back chairs and turned wood legs on table and chairs. Table top 20x27 in. with leaves extended. They'll like the Happi-Time stronger, safer construction. Chair seats, 12x10 1/4 in.; 11 1/4 in. to floor. Chairs, 23 in. high, table, 21 in. Dishes and doll not included. 79 N 08505—Shipping weight, 22 lbs. Malleable. 3 pcs. \$4.95

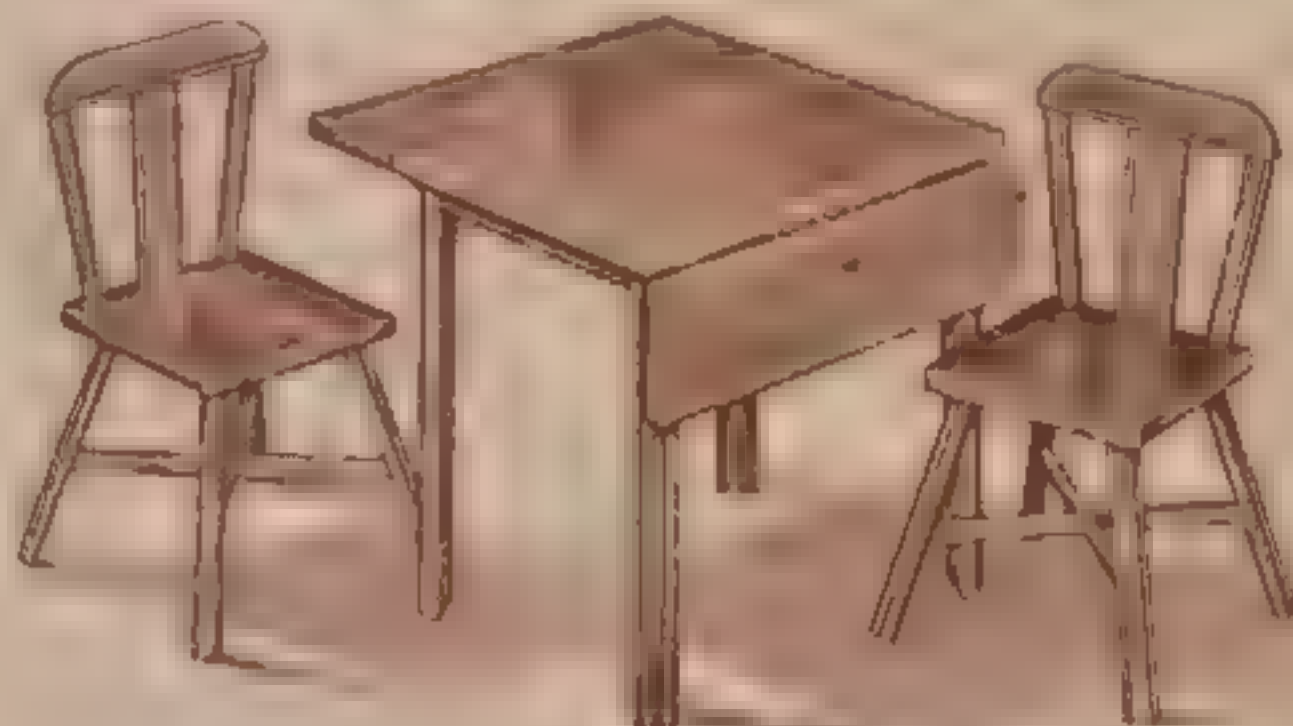
\$4.95
3 Pieces



Modern Style Tubular Furniture—A \$6.50 Value!

Now even the youngsters can go modern . . . with this 3-piece furniture set as sturdy as it is handsome. The table is pipe-laminated in a fast-track maple finish, size 18x24 in. and 18 in. from floor. Chair seats and panel backs are also maple finished but lower seats measure 10 1/4 x 9 in.; 19 in. high overall. Tubular parts of 1/2-in. cold rolled steel tubing, aluminum color enameled. Shpg. wt., 28 lbs. 79 N 08503—Malleable. 3-Piece Set \$4.95

\$4.95
3 Pieces



Solid Oak Drop Leaf Set—Worth \$1.00 More

A set that will last long after your children have outgrown it . . . for a host of happy solid oak pieces (not the ordinary soft pine). The drop leaf table has stout ribbed legs, table top 24x19 in. with leaves extended, 18 1/4 in. high. The chairs are of a new design with a ribbed panel back. Chair seats measure 9x9 in.; overall ht., 20 1/4 in. Has a smooth, lustrous natural oak finish. Shipping weight, 20 lbs. 79 N 08517—Malleable. 3-Piece Set \$2.89

\$2.89
3 Pieces



Quality Large-Size Unpainted Furniture—Worth \$4.50

Buy it—paint it—use it for years! Get all the sturdy quality that's built into our more expensive sets . . . but save the difference by painting it yourself! Solidly built of genuine rugged hardwood that wears and wears. Latest club style chairs with fashionable beaded spindles. Chair seats measure 10 1/4 x 10 in. and are 10 1/4 in. from floor; total ht., 21 1/4 in. Generous sized table top is 20x26 in.; 19 1/4 in. from the floor. Properly proportioned for little folks with beveled edges and smoothly rounded corners. This fine furniture set may be bought for cash or on terms. . . . See Page A in center of book for Easy Terms. Shpg. wt., 20 lbs. Malleable. 79 N 08502—3 Pieces \$2.98

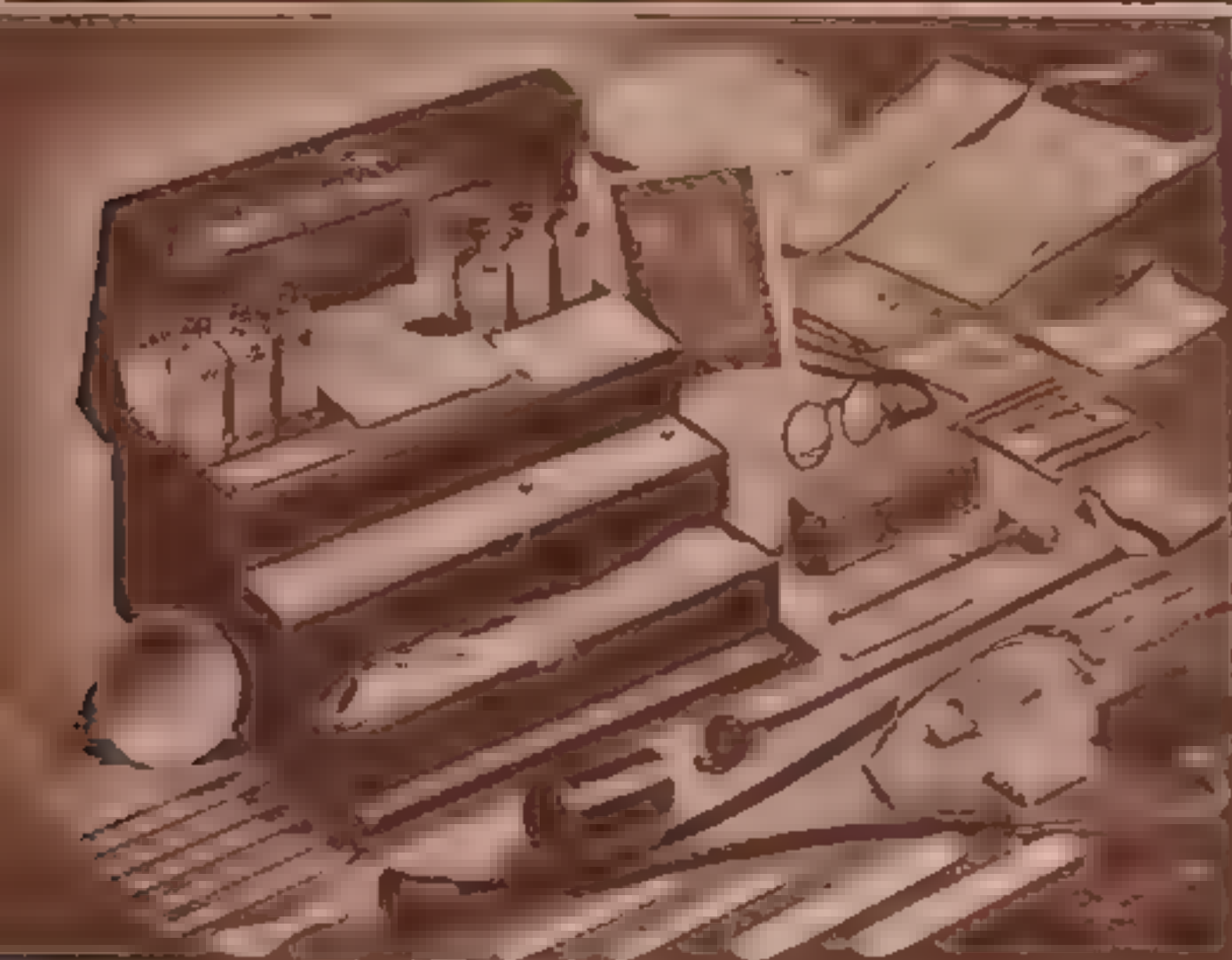
\$2.98
3 Pieces



Thrifty Unpainted Furniture Set—\$3.00 Size

Make your children's Christmas a happy one and keep your budget balanced too . . . buy this cunning set and paint it yourself! Made of clean, clear wood. Table top measures 22x17 inches and is 19 inches high . . . just the right size for a little girl's tea parties! The chair seats are 10x9 inches, and 18 1/4 inches high overall. Chairs are underbraced to prevent wobbling. The design is attractively simple—finish it in any color you like—maybe you'll apply decalcomanias, too. Well made, smoothly sanded parts. Shipping weight, 13 pounds. 79 N 08501—Malleable \$1.98

\$1.98
3 Pieces



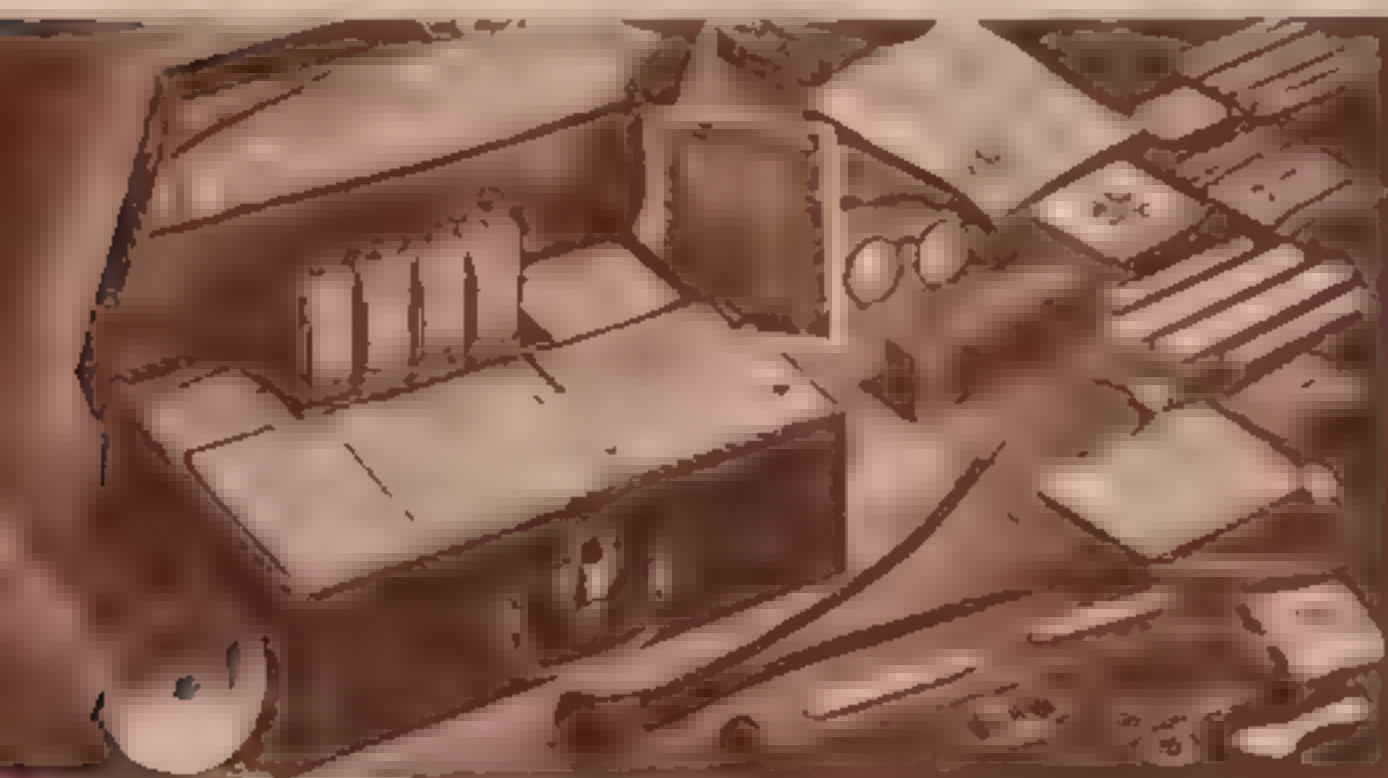
55-Pc. Doctor's and Nurse's Kit, X-ray Machine

\$179

- Just what the "Doctor" needs for sniffles to surgery.
- Realistic 12 $\frac{1}{2}$ x 5 $\frac{1}{2}$ x 3-inch 3-drawer carrying case.
- Blood pressure instrument—stethoscope (that works).
- Electric probing light—white rubber operating gown.

Nose spectacles (no lenses), toy wrist watch, gauze band ages, adhesive tape cut in King 2 splints, 2 tongue depressors, reflex hammer, play thermometer, blunt end scissors, head mirror, nurse's rubber nitrile cap and armband, sponge soap, Doctor's cap and mask, 6 bottles of pure candy pills, 6 drinking straws and 15 other pieces.

49 N 3869—Shipping weight, 2 lbs. 12 oz. Complete **\$179**



46-Piece Doctor's and Nurse's Outfit

89c

- Just what the "doctor" needs for your sick dolls
- Toy blood pressure instrument—stethoscope (that works)
- Play wrist watch—spectacles on cord (no lenses)
- Black 12 x 8 x 3 $\frac{1}{4}$ -inch metal trimmed medical kit

If your Dolly is sick—better call "Doctor Bill" right away. He carries this realistic medical kit that contains everything to cure Dolly. Holds realistic toy X-ray machine, 4 bottles of candy pills, a head mirror, play thermometer, 2 tongue depressors, gauze, cotton, adhesive, blunt scissors, nurse's cap and armband, 2 splints, sling, soap, sponge and 21 other pieces of play medical equipment.

49 N 3858—Shipping weight, 1 lb. 4 oz. Complete..... **89c**



Novel Clay Modeling and Sculpturing Sets

21c

Keeps children's hands busy and their minds active. They can mold an army of robots, buildings or designs of their own creation. Anything that strikes their fancy, with these 8 x 1 inch strips of stainless colored clay. No mess, no bother. Pure, top quality clay—no lumps, no coarseness. Mold 3 $\frac{1}{4}$ x 2 $\frac{1}{4}$ inches makes 4 animals.

Mold, 6 Colors, Wood Tool
Shipping weight, 1 lb. 8 oz.
49 N 3752

39c

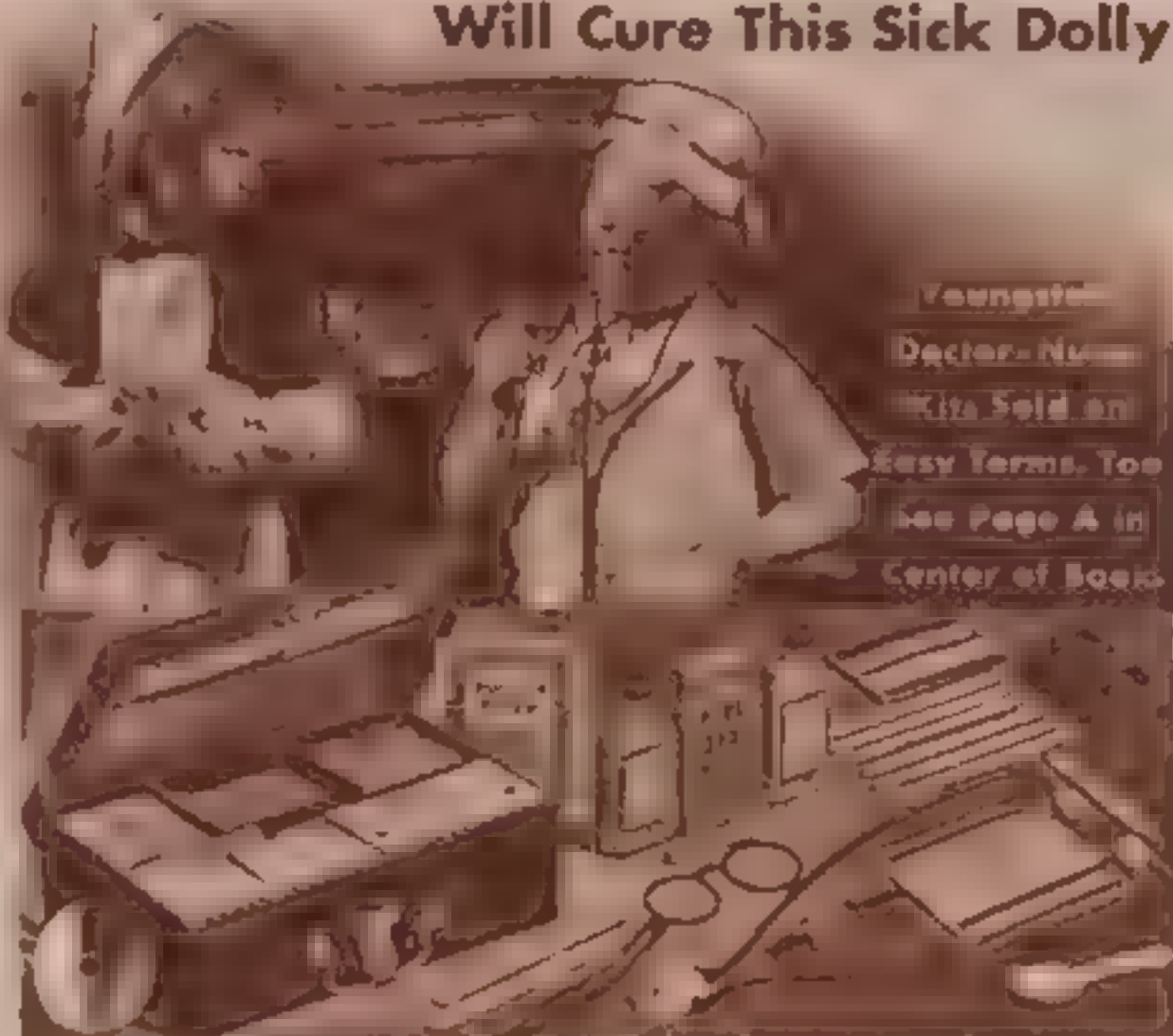
Mold, 8 Colors, 4 Wire Frames, 2 Tools
6 wood impression blocks
49 N 3753 Ship wt 2 lbs 4 oz 39c

74 • SEARS, ROEBUCK AND CO.

1-Pound Pkg. of Clay
49 N 3754 Ship wt. 1 lb 2 oz 19c

NURSE JANE, DOCTOR BILL

Will Cure This Sick Dolly



Youngster
Doctor—Nurse
Kits Sold on
Easy Terms. Too
See Page A in
Center of Book

Low Priced Little Doctor's 34-Piece Kit

49c

This outfit has what's needed to cure Dolly's illnesses. 11 $\frac{1}{2}$ x 7 $\frac{1}{2}$ x 3 $\frac{1}{4}$ -inch kit contains play stethoscope, nose spectacles (no lenses), head mirror, play watch, toy lever thermometer, 2 bottles pure candy pills, 3 envelopes, fiber spoon, 6 straws, pencil, 3 record sheets, height and weight chart, Doctor's book, 2 depressors, gauze and adhesive bandages, cotton, 3 paper spoon banks, Doctor's certificate and Doctor's stethoscope.

49 N 3861—Shipping weight, 1 lb. 13 oz. Complete..... **49c**



Black on One Side—White on the Other

49c

58-Piece Slate Set! No more childish scribbling on tempting wall! No more disappearing shopping pads! This slate will give all the room they want to draw those little men and those great big wild animals. And they can learn where they play from the variety of animals we have so carefully selected. 12 x 8 $\frac{1}{2}$ inch wood frame protects slate. Complete with 24 pieces of chalk, 14 crayons, 12 stencils, 6 slate pencils, and eraser.

49 N 3828—Shipping weight, 3 pounds. Complete..... **49c**



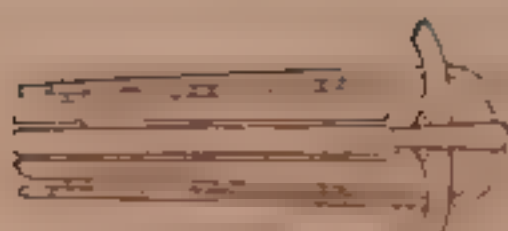
Natural Slate Hardwood Frame

\$2.98

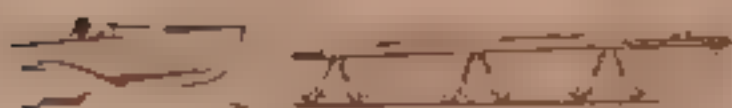
Just like the kind the teacher uses at school! The slate is of best quality, *from the mines*. Strong hardwood frame 22 $\frac{1}{2}$ x 16 $\frac{1}{2}$ inches. Will take plenty of hard wear without chipping, cracking, warping or tearing. No matter how often or how long it is used, it can easily be cleaned for the next time. Repeated washings cannot injure its smooth, velvety writing surface. Convenient chalk ledge across the bottom 20 x 1 $\frac{1}{2}$ inches wide. Slate showing within frame is 19 $\frac{1}{2}$ x 13 $\frac{1}{2}$ inches. You'll enjoy it as much as the youngsters. You can solve many a household financial problem by putting it down in black and white. They'll finish up their homework more quickly and a blackboard on the wall doesn't take up much room.

79 N 03803—Shipping weight, 9 pounds

\$2.98



COMFORTABLE
TAPERED TOP



STREAMLINED
LIKE A SPEEDBOAT



GROOVED SPRING
STEEL RUNNERS



HAPPY TIME

Merchandise Certificates
Make Ideal Gifts. See
Page C-10 Center of Book



Patented
Steering
Runners Bend
Almost Full
Length of
Sled.

Happi-Time Flying Arrow, Many Features

\$1.98
46-in.
Length

- **Steel-knee steering sled.**
- Turned-up runner heels, safety
- New "heat-treated" spring steel grooved runners—flex easier . . . last longer.
- Deluxe tapered hardwood tops 20% to 28% larger for safe, comfortable rides.

Finest quality wood and steel materials! Exclusive flexible super-steering, patented for only Flying Arrows! Six steel knees have "patented shape" at points of strain. Decorated in red and black. A lasting weather-resistant finish. 51-in. and 57-in. sizes not available.

Catalog Number	Length	Knees	Shipping Weight	Price
78 N 08328	46 inches	6	10 pounds	\$1.98
79 NM 8330	51 inches	8	12 pounds	2.59
79 NM 8337	57 inches	6	13 pounds	2.98

Sears Snow Bird Sleds—Real Values!

89c
33-inch Length

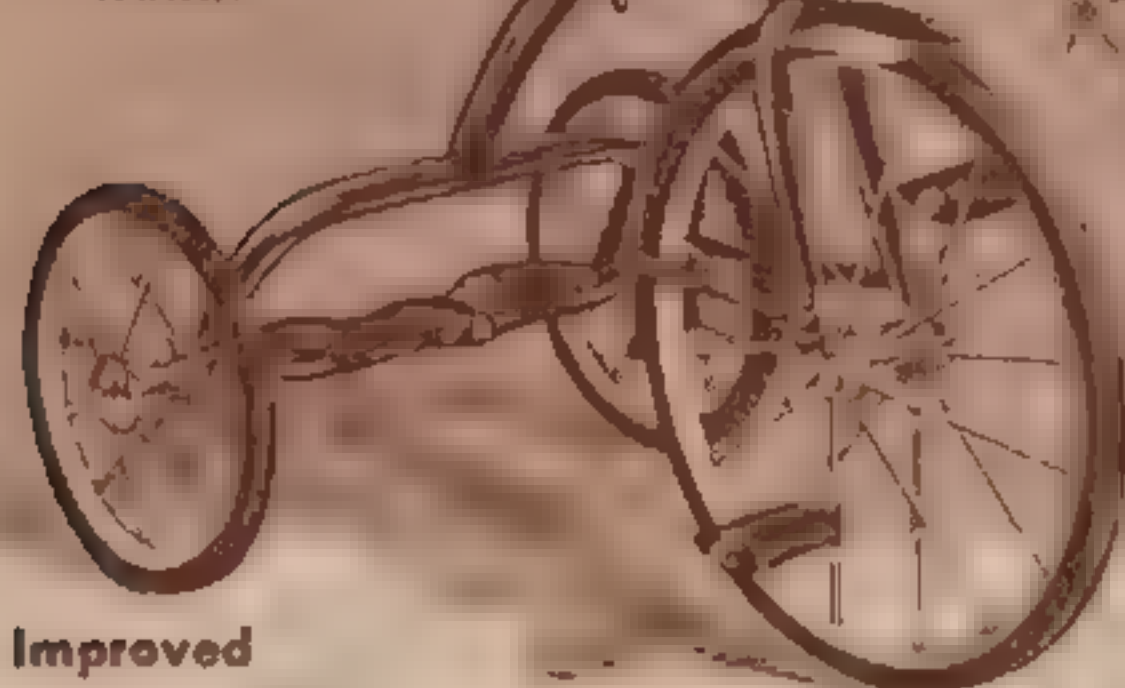
- Compare with others' top quality!
- Longer, wider wood top for more comfort.
- Easy steering for little fellows . . . action affects entire length of runners.
- Steering bar placed well back to allow ample flexibility. Steel knees are all the same size.

The Snow Bird is a real sled value. Has high priced features at low prices! Conventional hardwood top is nicely shaped and sanded, finished with a lasting outdoor spar varnish. Sizes are from bumper to end of runners.

Catalog Number	Length	Knees	Shipping Wt	Price
79 N 08338	33 inches	4	6 pounds	\$0.89
79 N 08339	37 inches	4	8 pounds	1.19
79 N 08340	41 inches	4	9 pounds	1.49
79 N 08341	46 inches	4	10 pounds	1.80

Ball
Bearing
Front Wheel
\$3.89
79 N 08614

79 N 08614



Sears Bikes Have RIGID FRAMES

Best type of construction known! Frames are steel tubing welded to tubular steel heads. Curve down gracefully to rear axle and are welded again, making a 1-piece frame.



Built Like \$5 Bikes! Has Single Tube Frame

\$2.39
79 N 08634

- Rigid 1 1/4-inch steel tube frame.
- High-speed steel sleeve bearings.
- New steel saddle adjusts for your comfort.
- Adjustable handle-bars like those on big bikes!
- 1-piece steel rear step-platform for extra rider.

Has regular big bike fork, rubber grips and rubber pedals. 1/2-inch rubber tires. Bright red enamel finish with ivory color trim. See "How to Order" at left. Mailable.

Catalog Number	Front Wheel	Leg Reach Adjusts	Shipping Weight	Price
79 N 08634	10 in.	14 to 15 in.	17 lbs.	\$2.39
79 N 08635	13 in.	16 to 17 in.	19 lbs.	2.89
79 N 08636	16 in.	18 to 19 in.	22 lbs.	3.79

Improved Tubular Bikes

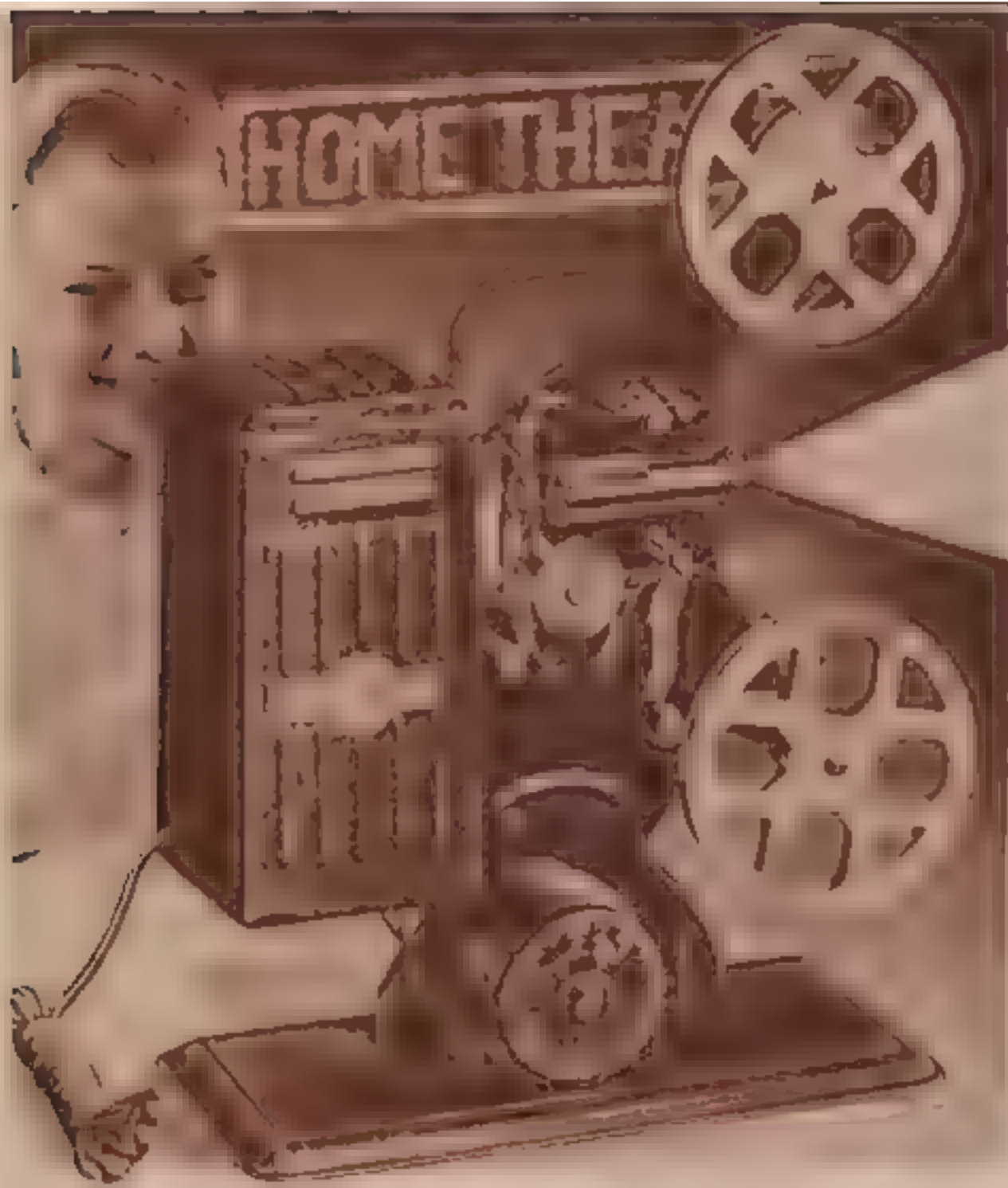
- Priced to save you 25%!
- 1 1/4-in. seamless tubular steel frame.
- B cycle ball bearings in front wheel.
- New steel saddle adjusts for comfort.
- Long-wearing 3/4-in. rubber tires.
- New adjustable big-bike handlebars.

One-piece steel rear step plate is embossed to help prevent slipping. Strong enameled steel spokes in all wheels. Graceful steel fender over front wheel. Regular big bike fork with rubber grips, and rubber pedals. Bright red and

ivory baked-on enamel finish. All sizes available. See "How to Order" below.

Catalog Number	Front Wheel	Leg Reach Adjusts	Ship. Wt.	Price
79 N 08614	12 in.	16 to 18 in.	19 lbs.	\$3.89
79 N 08615	16 in.	18 to 20 in.	21 lbs.	4.79
79 N 08616	20 in.	20 to 22 in.	23 lbs.	5.49

HOW TO ORDER BIKES. Measure child from crotch to ball of foot for correct leg measurement, and then order next larger size for longer service and more years of fun.



\$4.95 16 mm Sears Movie King Electric Motor Driven \$5.49 8 mm

- Many features of \$12.50 movies—bright clear pictures
- Universal speed control motor for 110-volt circuit
- Convenient carrying handle like adult movies
- Smooth working parts—sprockets and tension plate protect film
- Condenser lens—100 watt rating lamp—tilting adjustment
- Reels hold up to 200 ft. of film—rewind with motor power

Reel arms built to hold 400 ft. capacity reels for your feature shows. Built of steel, 12x5x16 inches high with air vents and reflector. 4 1/2 ft. of Underwriters Laboratories approved cord, plug. Film not included (see below). Shipping weight, 9 pounds.

16 mm. Movie King
Larger, brighter pictures. 1 7/8 x 1 1/4 inch pictures obtained with movie 7 ft. from screen (greater distance increases size of picture). Provides unending fun at low cost.
79 N 06844 \$4.95

8 mm. Movie King
Cut your film cost in half, because 50 ft. of 8 mm. film shows story requiring 100 ft. of 16 mm. film. Pictures 14x11 in. at 7 ft. from screen are clear, but not as bright.
79 N 06847 \$5.49



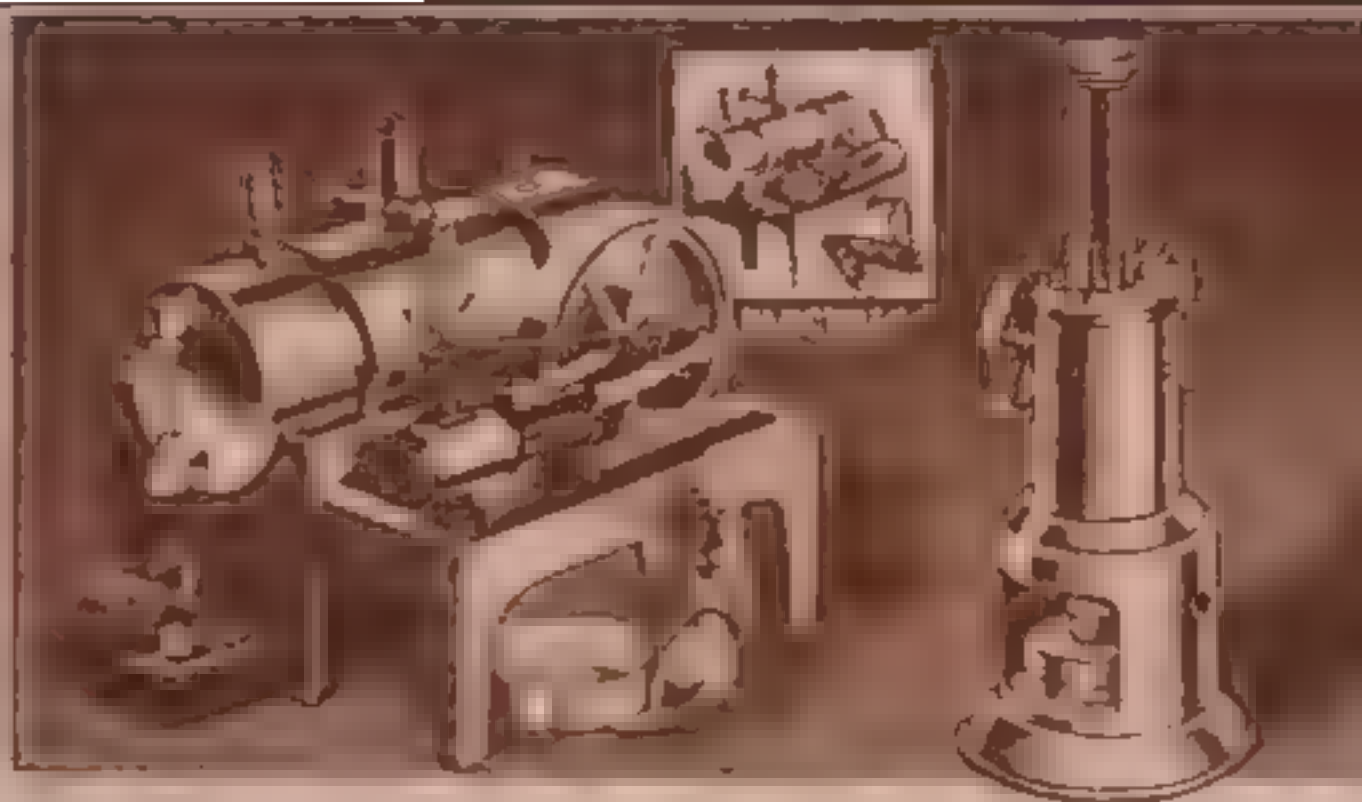
8 and 16 mm. Non-Inflammable Safety Films

Title	8 mm	Film	Price	16 mm	Film	Price
Mickey Mouse						
Best Carl	49 N 6807	25 ft.	\$0.69	49 N 6818	50 ft.	\$1.29
Big Slide	49 N 6816	50 ft.	1.29	49 N 6840	100 ft.	2.59
Donald Duck						
Stage Struck	49 N 6820	25 ft.	.89	49 N 6827	50 ft.	1.29
Ham Actor	49 N 6821	50 ft.	1.29	49 N 6828	100 ft.	2.59
Hal Roach Our Gang						
Home Sense	49 N 6822	25 ft.	.45	49 N 6830	50 ft.	.89
Christmas	49 N 6823	50 ft.	.89	49 N 6831	100 ft.	1.79
Clever Kids	49 N 6824	100 ft.	1.79	49 N 6832	200 ft.	2.89
Scrappy						
Cow Chasing	49 N 6837	25 ft.	.45	49 N 6841	50 ft.	.89
Free Tricks	49 N 6838	50 ft.	.89	49 N 6842	100 ft.	1.79
Charlie Chaplin Comedy						
Fast Worker	49 N 6843	25 ft.	.29	49 N 6846	50 ft.	.79
Knockout	49 N 6845	50 ft.	.55	49 N 6851	100 ft.	1.59
Western						
Rough Riding	49 N 6859	25 ft.	.29	49 N 6863	50 ft.	.79
Masked Rider	49 N 6861	50 ft.	.55	49 N 6868	100 ft.	1.59
Showdown	49 N 6862	100 ft.	.98	49 N 6869	200 ft.	2.59

8 mm. Popeye Films
49 N 6933—25 ft. "Pete Sitter" .67c
49 N 6952—50 ft. "Champ" \$1.29
49 N 6982 25 ft. 16 mm. Charlie Chaplin's Lulu .39c
49 N 6983 25 ft. 16 mm. Western The Rescue .39c
49 N 6990 25 ft. 16 mm. Popeye In Eye .67c
49 N 6984 25 ft. 16 mm. Mickey Mouse "Daffy Tunes" .69c
49 N 6980 25 ft. 16 mm. Oswald the Rabbit in Alaska .69c
49 N 6808 Cath Screen 22x29 in. Wood roller Shpg. wt. 1 lb 3 oz. .89c
49 N 6802 -Spacer for repairing films Shpg. wt. 6 oz. .47c

16 mm. Popeye Films
49 N 6916 -50 ft. Red Hot \$1.29
49 N 6938 -100 ft. "Ba Jit" 2.49

8 mm. Films Can Only Be Used on 8 mm. Projectors
Shpg. wts.: 8 mm. films: 25 ft., 3 oz.; 50 ft., 4 oz.; 100 ft., 8 oz. 16 mm. films: 25 ft., 4 oz.; 50 ft., 5 oz.; 100 ft., 8 oz.; 200 ft., 1 lb.



Famous Weeden Steam Engines

Reversible Horizontal Type

\$3.98

- Nickel-plated fly wheel
- Safety valve
- Water gauge
- Brass boiler
- Double action reversible cylinders

Alcohol Burning
With whistle. A real power plant. Red iron furnace, base. 3 wick burners. Safety valve. Size 6x5 1/2 inches. Shpg. wt. 3 lbs.
49 N 5330 \$3.98

Upright Type

\$1.25 value! 98c

11 inch upright alcohol burning steam engine. 2 1/2 in. nickel-plated fly wheel; bright red enameled fire box; sturdy metal base. Boiler made of thin steel. Real iron whistle that heats quickly. Shipping weight, 1 lb. 5 oz.
49 N 5305 . 98c

Electrical Engine
Whistle. For 110 volt A.C. or D.C. Underwriters Approved. Porcelain set heating unit. 6-foot cord. Red enameled cast iron base. Size, 6x5 1/2 x 6 1/2 in. Shpg. wt. 7 lbs.
49 N 5310 \$5.98

Electric Railroad Accessories

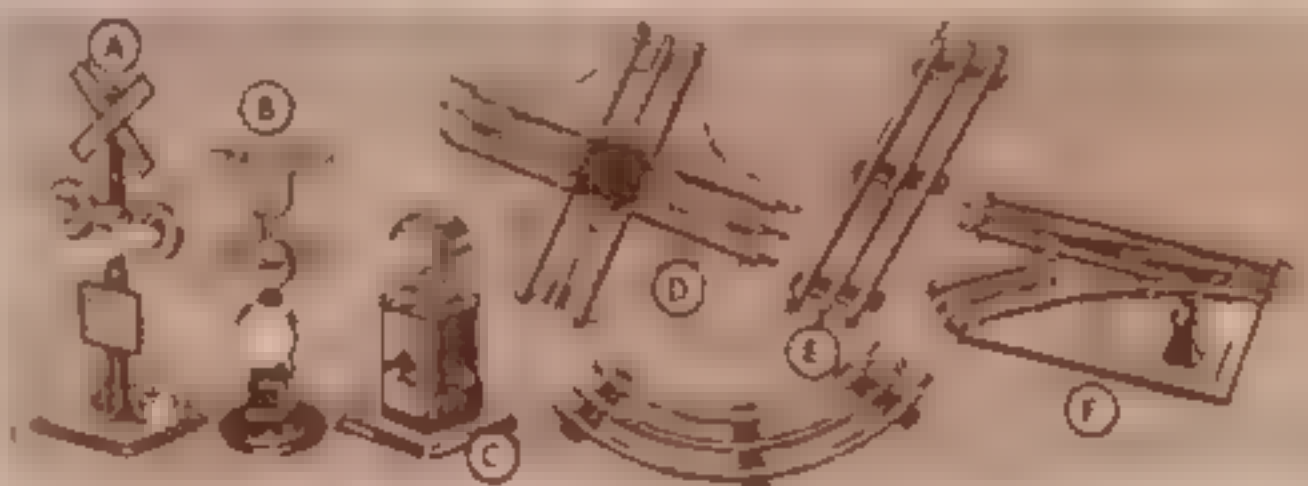


Steel Bridge

Biggest bridge value we've seen. **94c**
24 inches long. Sturdily built base holds track firmly. Realistic embossed rivets and steel girders. Adds to the fun of your railroad. Shpg. wt. 3 1/2 lbs.
49 N 6069 . 94c

4-Piece Accessory Set

NEW! These are the most popular accessories to increase the fun you'll have with your train! 10 3/4 inch folding metal tunnels realistically colored, 7 1/2 inch whistle and caution signal, both of colored steel and electric light twin light tower (alone worth 59c) attaches to the third rail of your track. Shipping weight, 2 pounds 8 ounces. **98c**
49 N 6070 . 98c



Danger Signals

A 7 1/2 in. Twin Light Flasher. Electric lights alternate as train passes. 49 N 6017 Shpg. wt. 10 oz. **94c**
B Bell Signal. When train passes bell starts ringing and arm swings. 49 N 6018 Shpg. wt. 10 oz. **94c**
C Circuit Breaker. Breaks circuit if shorted, lever re-opens circuit. 49 N 6018 Shpg. wt. 10 oz. **94c**

Marx "O" Gauge Track

Accessories to enlarge track layout.
D Electric Crossover. Shipping weight, 10 ounces. 49 N 6014 **44c**
E 4 Pieces of Track. Shipping weight 10 ounces. 49 N 6010 Straight **39c**
49 N 6011 Curved
F Hand Switches. One pair, left and right, for Marx electric trains. Shpg. wt. 1 lb. **\$1.89**
49 N 6034 -1 Pair

Bargains in Registering Coin Banks

A 3-Coin Bank. Bell rings once for nickels, twice for dimes, 5 times for quarters! Opens at \$10. Metal, 4x4x2 1/2 in. Shpg. wt. 1 lb. **47c**
49 N 6472

B 2-Coin Bank. For nickels, dimes. No bell. Opens at \$10. Metal, 3 1/2 x 3 1/2 x 2 1/2 in. Wt., 10 oz. **25c**
49 N 6471

NEW! SEARS SCOOP

FIRST BATTERY OPERATED
10" GAUGE FREIGHT



Now! Every Boy Can Have an Electric Train!

Always Ready . . . Electric Train Thrills
Even Though Your Region Has No Electric Power!

\$4.45
Complete

- Sets up anywhere indoors or outdoors
- Uses flashlight, dry cell or storage batteries. See low cost of operation at right.
- 5-unit 35-in. Freight train

—Remote Control FORWARD OR REVERSE

Greatest train idea in years! All the fun of owning an electric train can be yours—whether you live on a power line or not. And the low price is as sensational news as the train itself. Sturdy 4 or 7 ohm motor, Vanderbilt engine and painted metal cars. Oval track 98 in. around. Batteries not included.

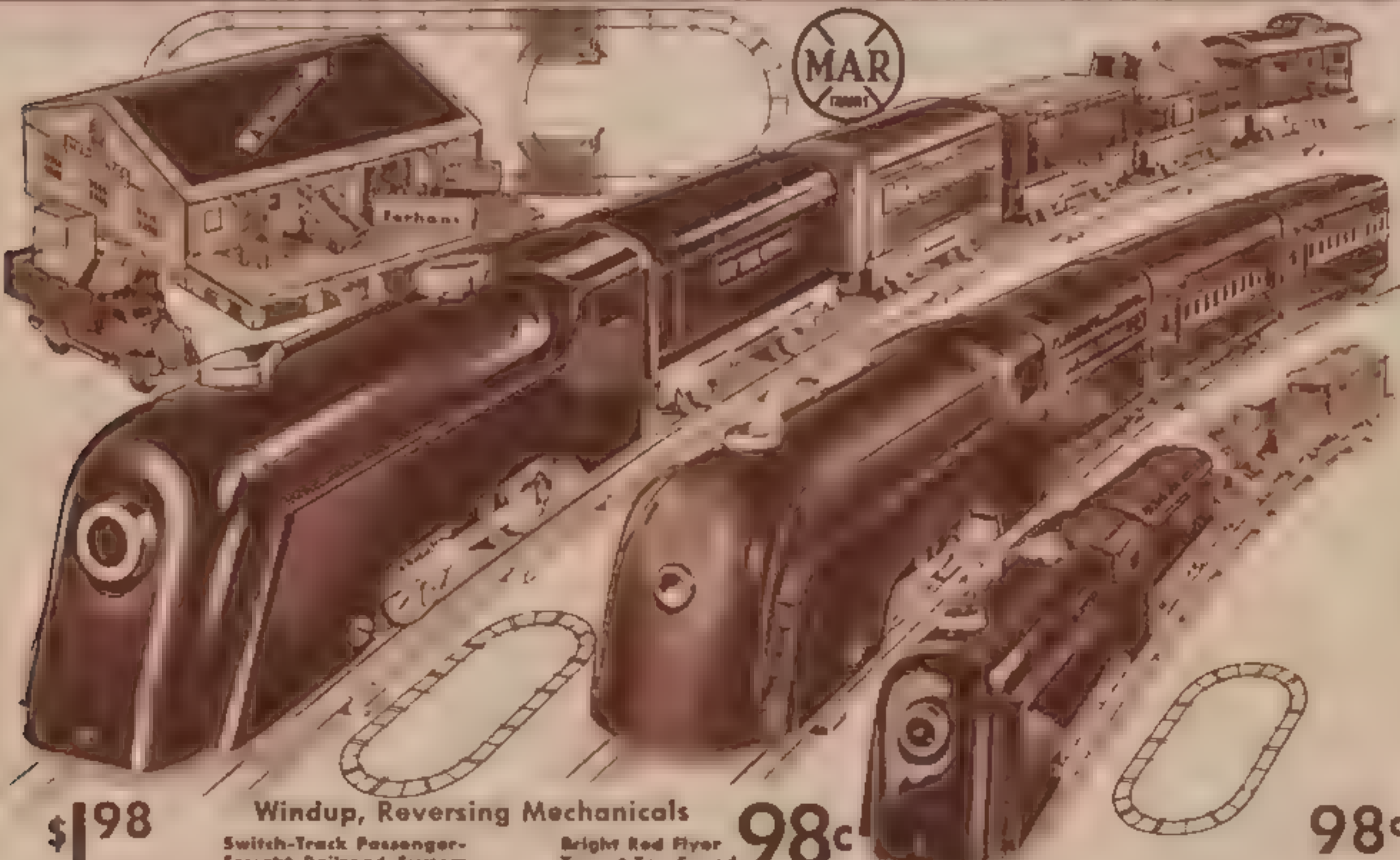
79 N 06950—Shipping weight, 7 pounds \$4.45

OPERATING COST

6 Flashlight Cells	
20 N 4654 Shpg	
Wt. ea. 5 or Ea.	40
6 for	210
Hours of Use	3
Cost per Hour	7c
4 Dry Cells	
20 N 4701 Wt. ea.	
2 lb. 8 or Ea.	350
4 for	\$1.00
Hours of use	75
Cost per hour	1 1/4c
Storage Battery	
28 N M 53	\$2.60
Longest life of train	
Plasma alive Shpg	
Wt., 18 lbs.	

Plate for Dry Cells

On Table or Floor



\$1.98

Windup, Reversing Mechanicals

Switch-Track Passenger-Freight Railroad System

- Imaginal 42-inch Train Alone Worth \$2.00!
 - Over 30 Pieces—Trucks, Boxes, Benches, etc.
 - Huge, Realistic Colorful Station Packing Box
- Full speed ahead! Bell ringing, she whizzes over the outer oval, 154 in. around! Then you stop and back 'er up to switch the colorful freight cars onto the inner track. Steel engine with speed governor has clockwork motor, can't be broken by hand winding. Brake, bell, left and right hand switches, yards of track. Platform station easily set up.

78 N 05812 Shipping weight, 7 lbs. 8 oz. \$1.98

88 • SEARS, ROEBUCK AND CO. 10

Bright Red Flyer Zips at Top Speed

- Governor Controls Speed
- Streamlined Mercury Engine
- Goes Forward or Backward

Powerful easy-to-wind clockwork motor can't break with hand winding. Yr'n is 27 1/4 in. long x 1 1/2 in. Mercury bell ringing engine. Track 102 in. around.

49 N 6905 Shpg. wt., 3 lbs. 8 oz. 98c

Extra Track for Marx Mechanical Trains

49 N 6001 Straight 49 N 6002-Curved Shpg. wt., 13 oz. 4 pieces for 10c

98c

Sparkling Bell-Ringing Mechanical Freight

- 35-inch, 5-unit Commodore Vanderbilt freight
- Bell rings, sparks fly as it speeds along
- Sturdy key wind clockwork motor

Clear the track. Here comes the fast freight! Little folks will be delighted with this peppy "L" action train as it scoots around the 102 in. oval track, sparks shooting up, bell ringing. Commodore Vanderbilt engine with colored metal cars, tender, tank car, and a flat that y-u can load, and caboose.

49 N 5904 Shpg. wt. 4 lbs. 6 oz. 98c
49 N 6006 -2 Extra Flints Shpg. wt., 2 oz. 10c

98c

FOR EASY TERMS
SEE PAGE A IN
CENTER OF BOOK



NEW
\$8.98

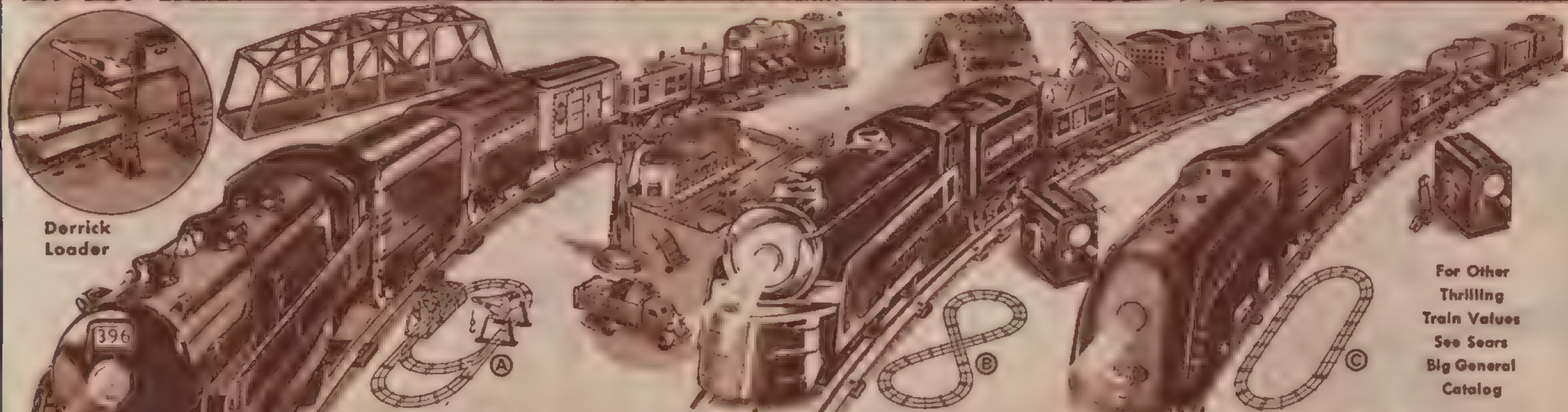
Elevated
Track

First Automatic 3-Dump-Car Electric Train With 5-Trestle Viaduct Below \$10.00!

• \$14.80 Value—3 Coal Cars Unload by Remote Control
• 55-in. 8-unit train; 22 sections of track, 188 in. around—
PLUS 35-in. siding with "Dead End" • Electric Hand Switch
• New 5-Trestle Track Elevation for added railroad thrills!
Hours of fun, miles of realistic railroading! Great saving—
Realistic and detailed Steam-type locomotive with colorful cars,
travels around tracks, fast, slow or reverse, through the tunnel,
over the long trestle. Throw the switch and she enters a siding for
dumping. Press button; coal cars dump, one by one, automatically!
Underwriters' Approved speed control transformer.
79 N 05948—For 110-volt 60-cycle A.C. Shpg. wt., 17 lbs. ... **\$8.98**



Derrick
Loader



For Other
Thrilling
Train Values
See Sears
Big General
Catalog

\$6.98 NEW \$10.00 Value... Remote Control **35-Piece Electric Railroad System**

• 55-in. 8-unit Freight and Passenger • 21 sections of Track
• New Derrick • New steel girder Bridge with rivet effect
• New Copper-colored Engine (oil-less bearings) and tender
• Speed Control—Underwriters' Approved Transformer
• Electric right and left hand Switches
A ... all these features and look at Sears price! Here's the train
that's as life-like as you could ask—and that "DOES" things!
Watch 'er rip 'round the 190-in. outer track, rumble over the
bridge, switch onto the 134-in. inner track, and stop under the der-
ricker for loading or unloading! New steam type locomotive with
brilliant electric headlight. 6 colorful cars. Powerful Marx motor
starts, stops, slows and reverses by remote control.
79 N 05947—For 110-120-volt 60-cycle A.C. Shpg. wt., 15 lbs. ... **\$8.98**

\$4.98 \$6.50 Value... Electric Railroad **30 Pieces... Remote Control**

• 42-in. 6-unit Steam type Freight train has
New Wrecker Car with Derrick
• 16-section Crossover track, 170 in. around
• Steel semaphore • Steel Depot • Steel Truck
• Speed Control Underwriters' Approved Trans-
former • Colorful Tunnel
B Train alone worth \$5.00—and look at all the
realistic railroad atmosphere. Semaphore, wreck-
er car (usually found in higher priced trains), tun-
nel, 12-in. steel depot, 7-in. truck. Empty play car-
tons and hand truck. Train starts, stops, slows,
reverses by remote control. Shpg. wt., 13 lbs.
79 N 05946—For 110-volt 60-cycle A.C. ... **\$4.98**

\$5.00 Value Electric **Freighter... Remote Control \$3.98**

• 7-unit Train—48½ inches long
• New bright Red color Engine (with
oil-less bearings), tender, 5 cars
• Speed Control Underwriters' Ap-
proved Transformer
C Zzzzzzz! Watch the "Mercury"
spin 'round the track! Play she's doing
fifty—sixty—sixty-five—got to get there
on time! Then you slow—stop—reverse
her—without touching the train! 12-sec-
tion track forms oval 120 inches around.
For 110-120-volt 60-cycle A.C.
79 N 05945—Shpg. wt., 9 lbs. **\$3.98**



NEW!

\$3.00 Value 18-Pc. 4-in-1 Set: Woodburning—Foil Writing—Wood Carving—Metal Tapping



- ★ Two Laboratory Tested 2-Way Electric Tools Operate on 110-120 Volt A.C. or D.C.
- ★ Two Extra Working Tools
- ★ 18-Pc. 4-in-1 Set for Price Previously asked for 3-in-1
- ★ Created Exclusively for Sears

\$1.79

Create pictures by carving or woodburning—make designs, etc., with gold foil and tap-out plaques in shiny, colored metal!

- (A) Woodburning: one 7-in. Underwriters' Approved bakelite pen, cork grip and 55-in. rubber covered cord; 3 basswood plaques (2, size 6½x4½ in., and one, size 9x3½ in. with 1941 calendar).
- (B) Foil Writing: one interchangeable point, 4 rolls gold foil.
- (C) Wood Carving: one 6½ in. carving tool (not a hammer) with 55 in. cord; 2 plaques size 4½x2½ in. sand paper.
- (D) Metal Tapping: one interchangeable point, 4 plaques (2, size 1½x1 in. and 2 size 5½x3½ in.).

49 N 4743—18 Pc. 4-in-1 Combination Set. Shpg. wt. 2 lbs. 8 oz. **\$1.79**

Underwriters' Approved, 7-inch Foil Writing and Woodburning Bakelite Pen, Cork Grip, 5 Extra Points.

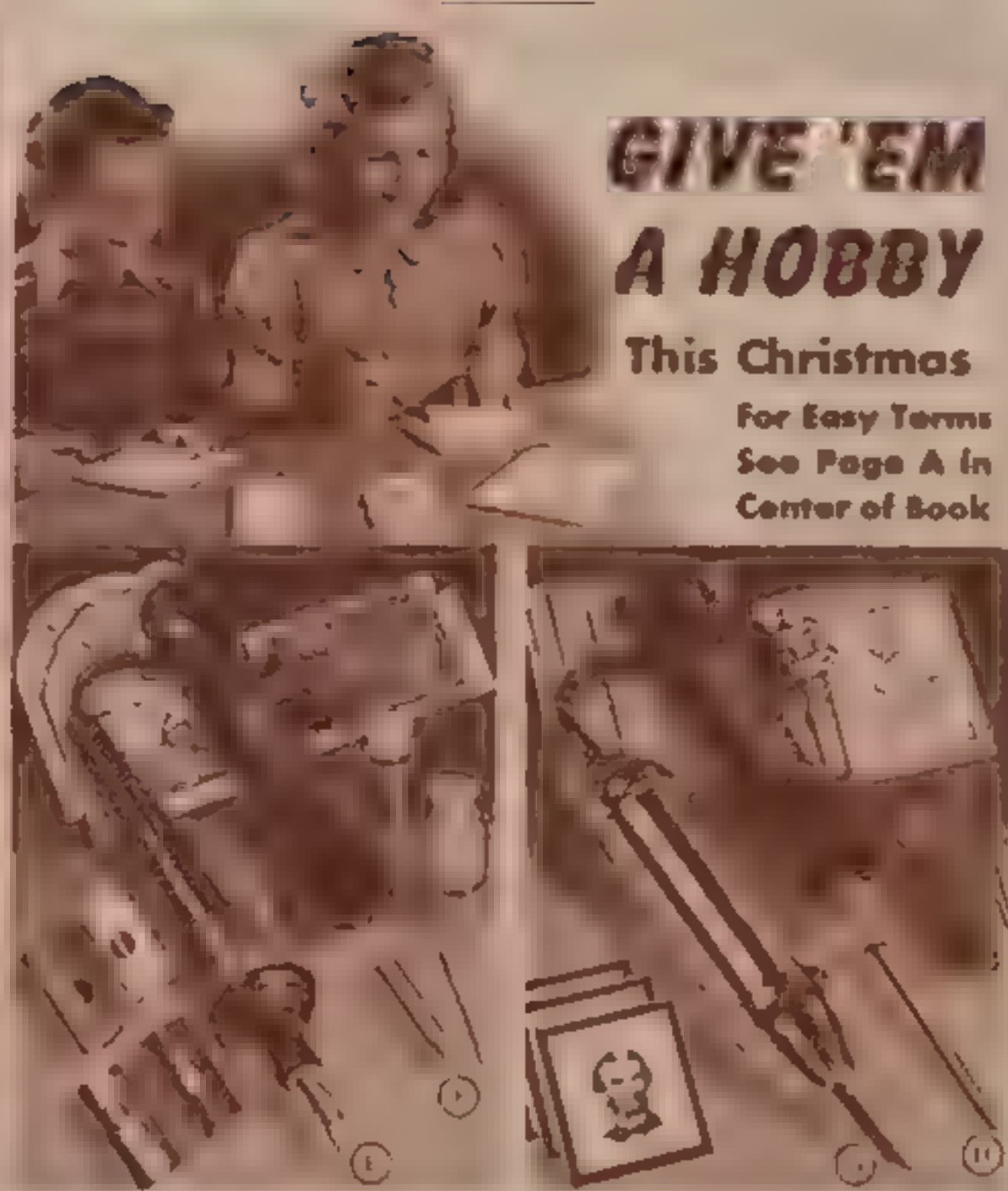
One each of Needle Point, Foil Writing Point, Embossing Point, Signature Point, Shading Point.

49 N 4739—Shipping weight, 7 ounces.

Set of 9 Woodburning or Carving Plaques—All Different.

49 N 4702—Sizes, 4½x3½ to 9½x3 in. Shpg. wt. 8 oz. **79c**

39c



GIVE 'EM A HOBBY

This Christmas

For Easy Terms
See Page A in
Center of Book

Regular \$1.50 Values! 2-in-1 Hobby Sets

Woodburning, Foil Writing

95c

- 14-Pc. Set—Loads of Play Value!
- 2 Sets for the Former Price of One!

• Underwriters' Approved 2-Way Tool

• For 110-120-volt A.C. or D.C.

If you've never tried woodburning before, try it now with this set, and find out what great fun it is!

Decorate the attractive book ends included, color them, and you have a fine present for someone! You can also personalize books, leather goods etc. with gold foil decorations.

14-Piece set includes:

(E) Woodburning 7-in. bakelite pen with woodburning tip, cork grip, 55-in. rubber covered cord, 4 wood plaques make book ends 6½ in. high with 55-in. cord.

(F) Foil Writing: interchangeable point, 4 rolls of gold foil, 2 bottles of paint, brush, sheet of designs and letters.

49 N 4743—Shpg. wt. 1 lb. 11 oz. **95c**

Metal Tapping, Wood Carving

95c

- 16-Pieces—For Hours of Fun!
- Two Great Hobbies in one Set

• Laboratory Tested 2-Way Metal Tapping, Wood Carving Tool

• For 110-120-volt A.C. or D.C.

Mother! Don't like a smart gift idea? Give one of these sets to the youngsters—and see if they don't reward you with handsome wood carved and tapped metal plaques for decorating your home! But, as designs can be worked quickly and easily with this set.

(G) Woodcarving—One 6½ in. electric carving tool with 55 in. rubber covered cord, 6 wood plaques with outline designs (three size 5½x3½ in. and three size 4½x2½ in.).

(H) Metal Tapping—one interchangeable point, 3 metal plaques with designs, size 3½x1 in., 1 paint brush, set of 1 points, and sand paper. In attractive box.

49 N 4740—Shpg. wt. 1 lb. 13 oz. **95c**



Cast and Paint Your Own American-Craft Toys!

Underwriters' Approved heating units—safe—non-spill—safe radiator—large non-warping molds

\$4.00 Value Deluxe Set

\$2.69 One mold, 5½x4½ in. makes two horse and rider; one mold, 4x3 in. makes firing soldier. Electric heating unit, 12¾ inch ladle, lamp, 3 wood handles, clamp, 4 bottles of paint and brush, mold clips and lead. Shipping weight, 7 lbs. 4 oz. **\$2.69**

49 N 4748

\$3.00 Value Thrift Set

\$1.79 Two 4x3-in. molds make soldiers firing, charging, on horseback. Electric heating unit, 12¾ in. ladle, lamp, 3 wood handles, clamp, 4 bottles of paint and brush, mold clips and lead. Shipping weight, 6 lbs. 8 oz. **\$1.79**

49 N 4747

\$1.50 Bargain Set

95c One 6-fir mold makes 2 soldiers. Electric heating ladle with separate stand, candle for smoking molds, clamp, 2 handles, one bottle of paint, brush, lead. Shpg. wt. 3 lbs. 8 oz. **95c**

49 N 4744

NEW Toothpick Engineering

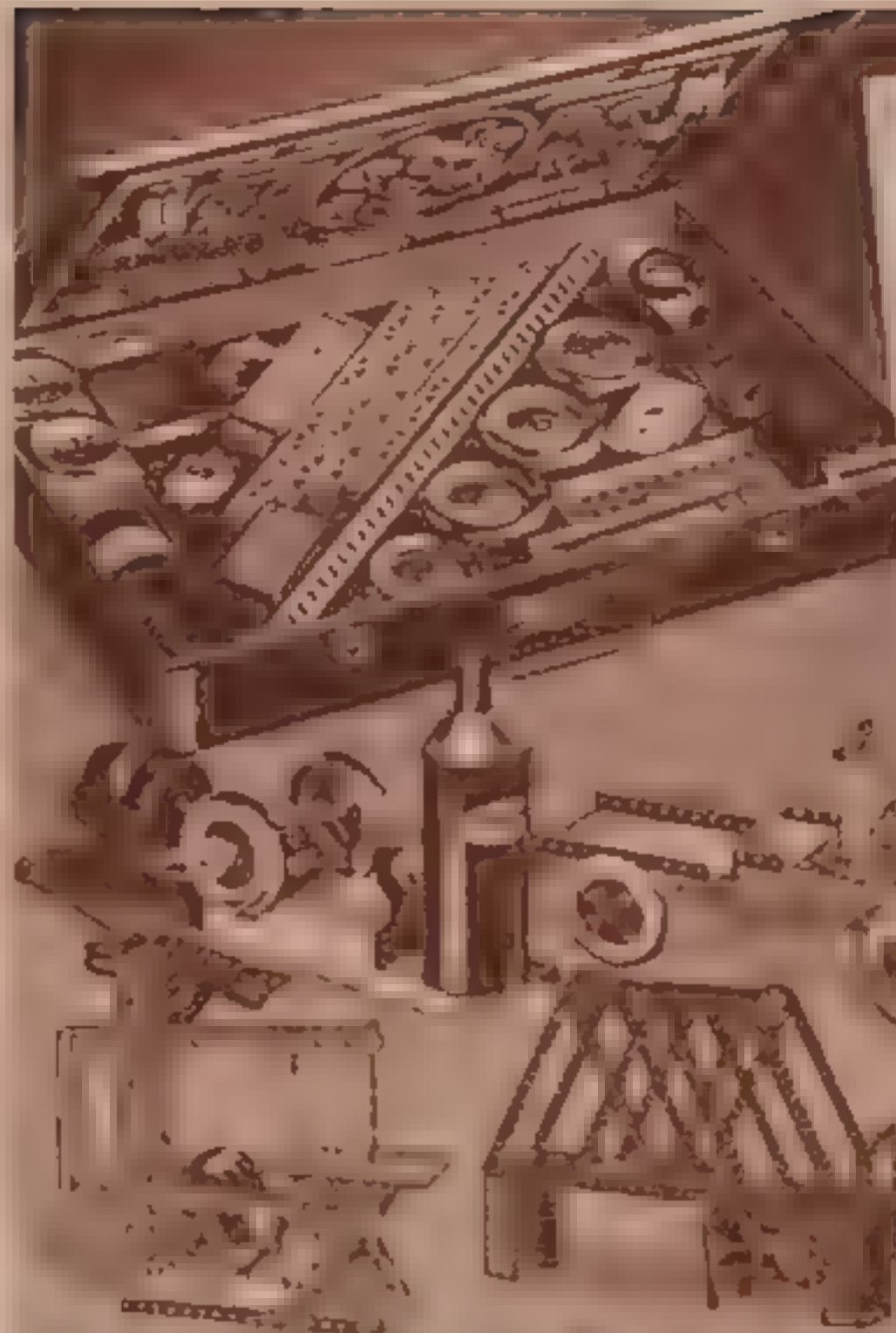
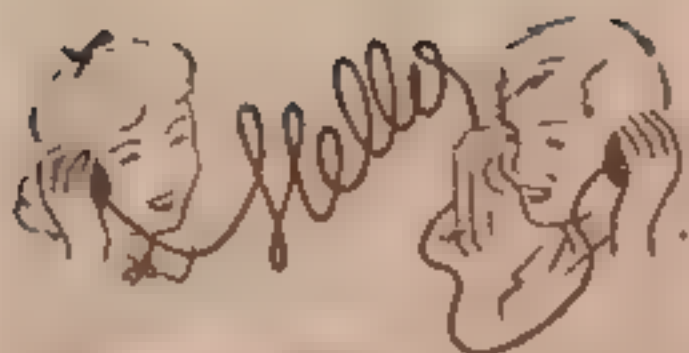
\$1.79

- Any child who can read can build models of giant structures
- Builds Bridge, High Tower, Fire Tower, Giant Swing

What pride you take in these natural looking structures! Is it a boy's play or a girl's? A new hobby for adults. Inexpensive to maintain too—merely buy more toothpicks or cement as needed. Includes 2 large boxes toothpicks, large tube (for house and cement), 5 (1) size guide plans, one fan wooden dowel, toothpick-cutting plate 6½ in. long, instructions. Box 18x12x1½ in. **\$1.79**

49 N 4749—Shpg. wt. 2 lbs. 8 oz.

90 • SEARS, ROEBUCK AND CO.



Famous GILBERT ERECTOR

Make Big Savings at Sears

- Educational... Scientific... Creative.
 - Instructive... Entertaining and FUN.
 - The Only Construction Toy that Builds Strong, Square Girders.
 - Fits for All Sets are Interchangeable.
 - Nationally Advertised—Save at Sears!
- Build 'em with Erector then watch 'em work! Wonderful models are possible with the larger Erectors. Locomotives, portable steam plants, derricks that lift, draw bridges that open, and others. You'll feel like a real engineer! "How to Make 'em" Book included.



Real 2-Way Telephones

\$279 Why don't you talk when you can talk room to room, from house to barn, etc. on these real hand-operated telephones. Practical sets of 100!

\$139 **Master Cordia Phones**
 (A) With turning dial, like those in offices. 2 corded, brushed back metal phones. 8 in. long. Base 5 1/2 x 4 1/2 x 3 1/2 in. high. Battery for ringing other phone. 50 ft. of wire. Recharge 4 flashlight batteries. Listed below.
 48N4828—Ship. wt. 3 lbs. 12 oz. \$2.79
 20 N 4654—Flashlight Batteries. Ship. wt., ea., 5 oz. Each 40c

Low Price 2-Way Wall Phones
 (B) Two back, crackle finish metal phones. Size 6 1/4 x 4 1/4 in. Switch operates signal coil. With 50 ft. bell wire. Includes 2 dry cells. Listed below.
 49 N 4605—Ship. wt. 2 lbs. \$1.39
 20 N 4701—Dry Cells. Ship. wt., ea., 2 lbs. 8 oz. Each 35c

Young Engineers Want Erector Sets from Hall of Science

\$17.95 **Giant Power Plant Set** **\$14.95**
 110-120-Volt Electric Motor. Builds over 200 working models, including power plant. 1 1/2 volt. A.C. or D.C. motor with reverse speed control. No batteries or transformers needed. Assortment of parts, including motor, not shown. 2 battery operated gears, etc. Steel casting. 78N04607 Ship. wt. 2 lbs. \$14.95

\$15.00 **Super Automotive Set** **\$11.98**
 With 110-Volt Motor. Builds over 100 action models. Great box wheels, motor, auto motor parts, or truck for engines, tow cars, cranes, trench diggers. Electric magnet for lifting. No batteries or transformers needed. Painted in steel. Shipping weight 19 lbs.
 79 N 047116 \$11.98

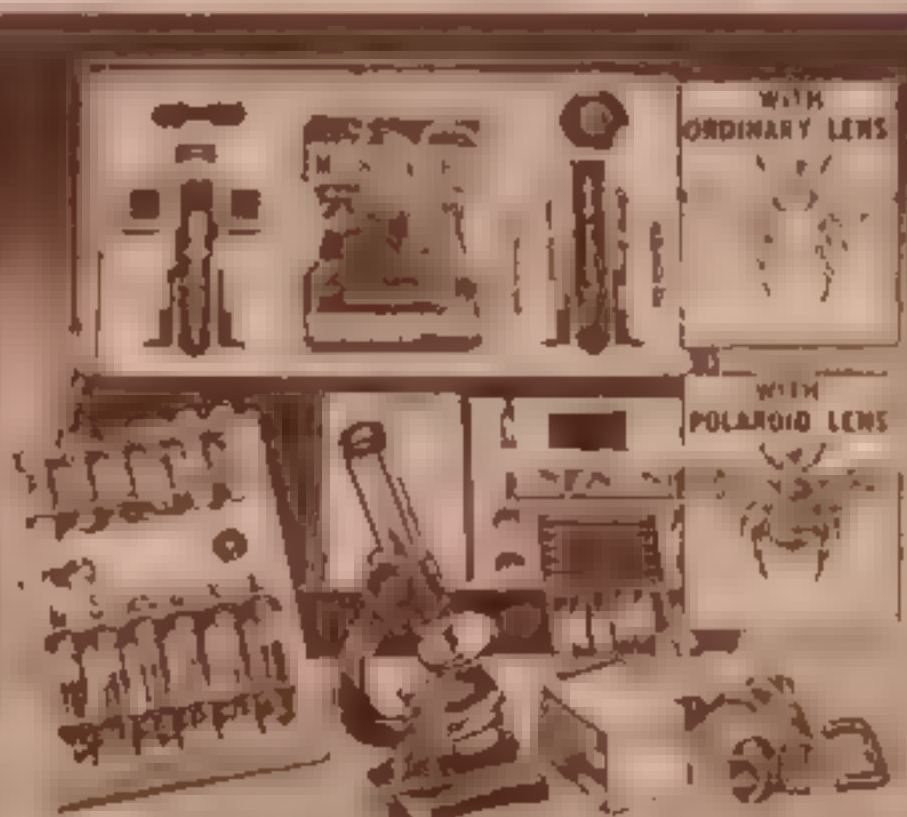
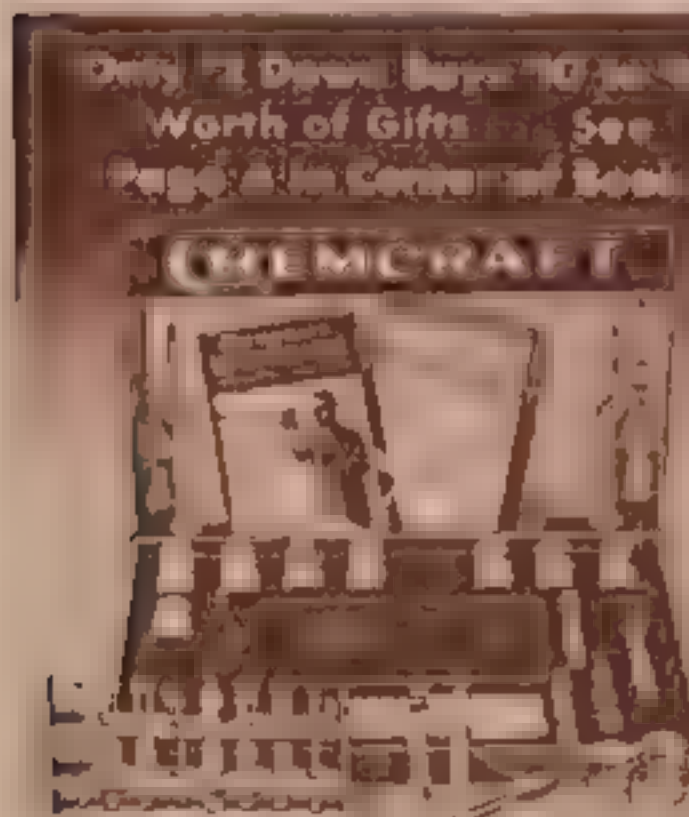
\$10.95 **Electric Lifting Magnet** **\$8.79**
 Set with 110-Volt Motor. Builds over 160 large action models. Assortment of steel parts for reversing or picking up. No batteries or transformers needed. Complete with painted boxes. Painted steel cabinet keeps parts in orderly fashion. Shipping weight 16 pounds.
 79 N 047184 \$8.79

\$7.95 **110-Volt Motor Set** **\$6.79**
 Boiler, Gear Box. Builds over 100 models. Use dry cells or transformer. Reversing gear. Box 18x10x2 1/4 in. Ship. wt., 6 lbs.
 79 N 04783 \$6.79

\$5.00 **Battery Motor Set** **\$3.98**
 Builds 100 models. Use dry cells or transformer. Reversing gear. Box 18x10x2 1/4 in. Ship. wt., 6 lbs.
 79 N 04780 \$3.98

\$2.50 **Girders Set** **\$1.98**
 Fine starting set for serious young engineers. No motor or transformer. All in colorful box 18x10x2 1/4 in. Ship. wt. 4 lbs.
 49 N 4781 \$1.98

\$1.00 **Beginners' Set** **79c**
 Build battleship, pig, wagon, etc. No motor or transformer. All in colorful box, 11 1/2 in. long. Shipping weight 2 pounds.
 49 N 4786 79c



Explore the Wonders of Modern Chemistry with CHEMCRAFT

Perform Hundreds of Experiments with Non-Dangerous Chemicals

The lad who "plays" with chemistry today may work with it tomorrow! It's an ever growing field of opportunity. Helps in school-work, too—and is fascinating fun besides!

\$2 **Beginners' Set**
 Over 270 experiments and chemical magic. 35 chemicals, 2 apparatus, 2 manuals. Hinged cardboard box 17 1/2 x 12 1/2 inches. Shipping weight, 3 pounds.
 49 N 4733 \$1.79

\$5 **Laboratory Cabinet**
 New illustrations show how to combine elements into compounds. 450 experiments, 62 pcs. chemical equipment. Wood cabinet 30x14 1/4 in. open. 2 manuals. Ship. wt., 6 lbs.
 79 N 04734 \$4.45

\$10 **Professional Type**
 New illustrations show many principles. 101 pcs. chemicals, apparatus, 4 manuals. 640 experiments, including chemical magic and experiments. Wood cabinet 42x11 1/2 inches open.
 79 N 04742 \$8.95

Gilbert Polaroid Microscope Sets

With Electric Sub-Stage Lighting

See actual colors and structures of objects invisible to the unaided eye. Instructions.

3-Lens Microscope **\$4.45**
 50, 90 and 210 power. 38 pieces apparatus: mirror, slides, chemicals, etc. 213 experiments. Wt. 4 lbs. 12 oz.
 49 N 4746 \$4.45

200-Power 'Scope **\$2.98**
 With electric sub-stage lighting device. 21 pieces equipment: slides, chemicals, etc. Shipping weight, 1 1/2 lbs. 8 oz.
 49 N 4746 \$2.98

⊙ PAGE 91 TOYS



GIFT HANDKERCHIEFS—STYLED THE WAY MEN WANT THEM!

Embroidered Initials
3 in Box
79c
 Beautiful white Irish linen! Handsome white embroidered initials! He'll recognize their superior quality! Hand rolled hems. Size, about 17 inches square. Any initial except I, O, Q, U, V, X, Y, Z. Print initial wanted. Shipping weight, 6 ounces.
 25 N 2555
 3 in Gift Box.....79c

Pepperell
6 in Box
50c
 (A) Lord Pepperell quality 1/2 in hem. Hemstitched hems. White combed cotton lawn. Abt. 17 1/2 in. square. Cellophane Christmas band. Shpg. wt., 7 oz.
 25 N 2556—6 in box 50c

Colored Borders
3 in Box
23c
 (B) Assorted fast color wove borders on firm white cotton. Neat, narrow hems. Size, about 16 1/2 in. square. Shpg. wt., 4 oz.
 25 N 2522
 3 in Box.....23c

Personalized
3 for
29c
 White satin striped borders on fine white cotton lawn. Appenzell blue embroidered initial. About 17 in. square. Any initial except I, O, Q, U, V, X, Y, Z. Print initial. Shipping weight, 3 ounces.
 25 N 2547—3 for 29c

Pure Irish Linen
22c Each
 Hand applique hand drawn cords and dots on white Irish linen. Rolled edges. About 17 in. sq. Assd. designs. Colors: White with washfast Blue, or Red trim. State color. Shipping wt., 2 oz.
 25 N 2515 Each .22c



Make your gift packages attractive! Pretty rayon message ribbon with hangings in like hues in both sides. Colors: Christmas Red, Bethlehem Blue (royal) or Green. State color and width. Shpg. wt., (bank), 6 oz.

25 N 1239
 1/4 inch width, 10 yards.....9c
 1/4 inch width, 8 yards.....9c
 1/4 inch width, 6 yards.....9c

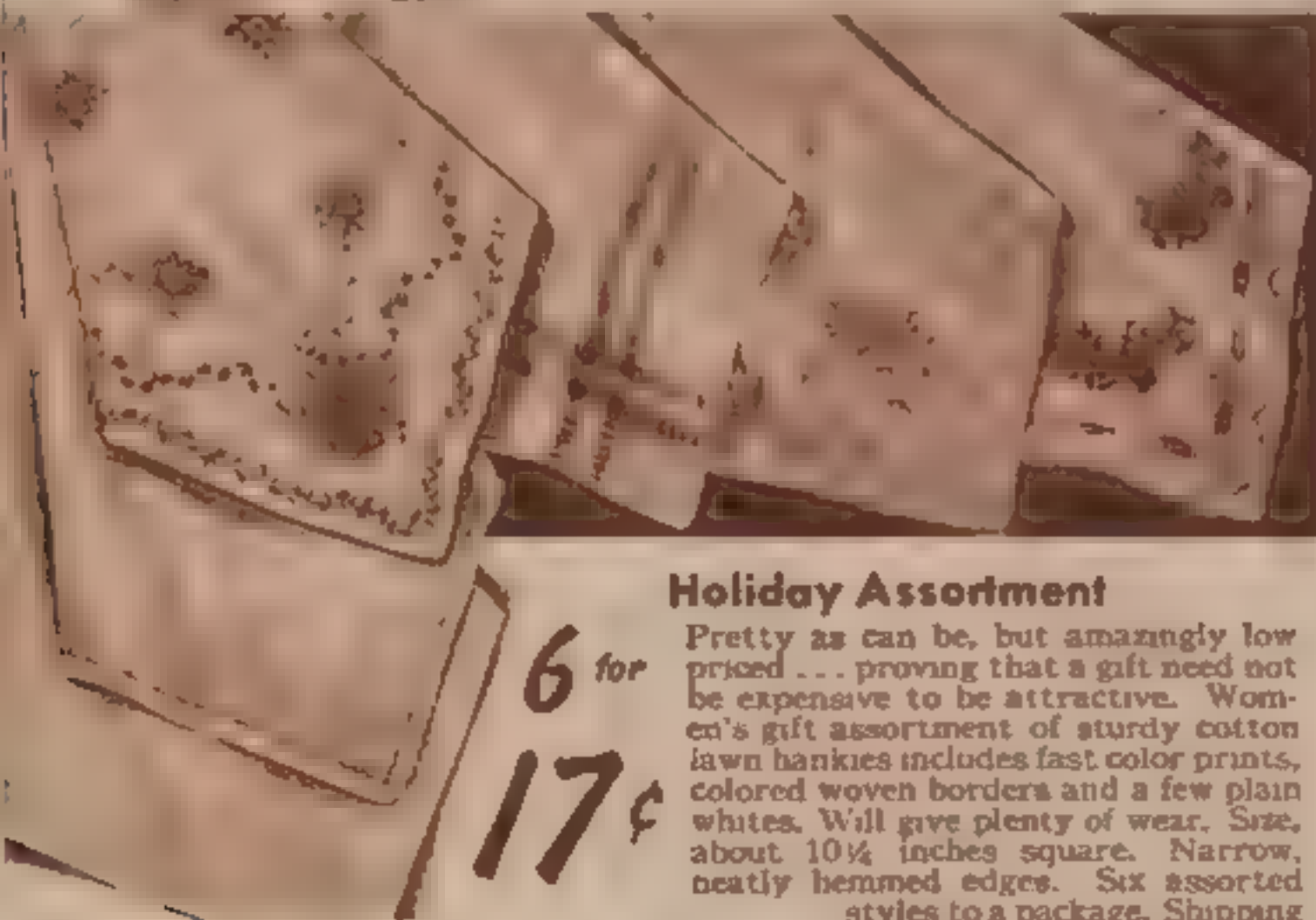
Children's Printed
 Three cute cotton hankies, size about 9 1/2 x 9 1/2 in. Printed with Walt Disney's Mickey Mouse, Donald Duck, Pinocchio, etc. in washfast colors. Hemstitched hems. Assorted designs in bright colored Disney gift box. Shpg. wt., 3 oz.

25 N 2423
 3 in Box....19c

Cedar Chest, 6 Hankies.
 An exciting gift! A real cedar chest, with six lovely handkerchiefs! Large chest overall size 10 1/4 x 5 1/4 x 4 1/4 inches. Firmly constructed brilliant gloss finish. Embossed brass plated trimmings. Lock and key included. Useful as trinket box or for gloves, letters, hankies. Six white combed cotton lawn hankies with multi-color, hand loom embroidery and lace corner Hemstitched. Size, about 10 1/2 inches square. Shipping weight, 1 lb. 11 oz.

25 N 2430
 6 Hankies in Chest.....\$1.00

Hankie Dolls. Made of 3 Printed cotton hankies. Can be taken apart and used later. Gift box, 5 views. In lar. to illustration.
 25 N 2435—(A) Clown, abt. 11 in. high. Shpg. wt., 3 oz. Each.....25c
 25 N 2432—(C) Doll, abt. 13 1/2 in. high. Shpg. wt., 3 oz. Each.....50c
 25 N 2431—(B) Animal, abt. 7 1/2 in. high. Shpg. wt., 3 oz. Each.....29c



Holiday Assortment

Pretty as can be, but amazingly low priced... proving that a gift need not be expensive to be attractive. Women's gift assortment of sturdy cotton lawn hankies includes fast color prints, colored woven borders and a few plain whites. Will give plenty of wear. Size, about 10 1/2 inches square. Narrow, neatly hemmed edges. Six assorted styles to a package. Shipping weight, 3 ounces.

6 for
17c

25 N 2460.....6 for 17c

Neckerchiefs

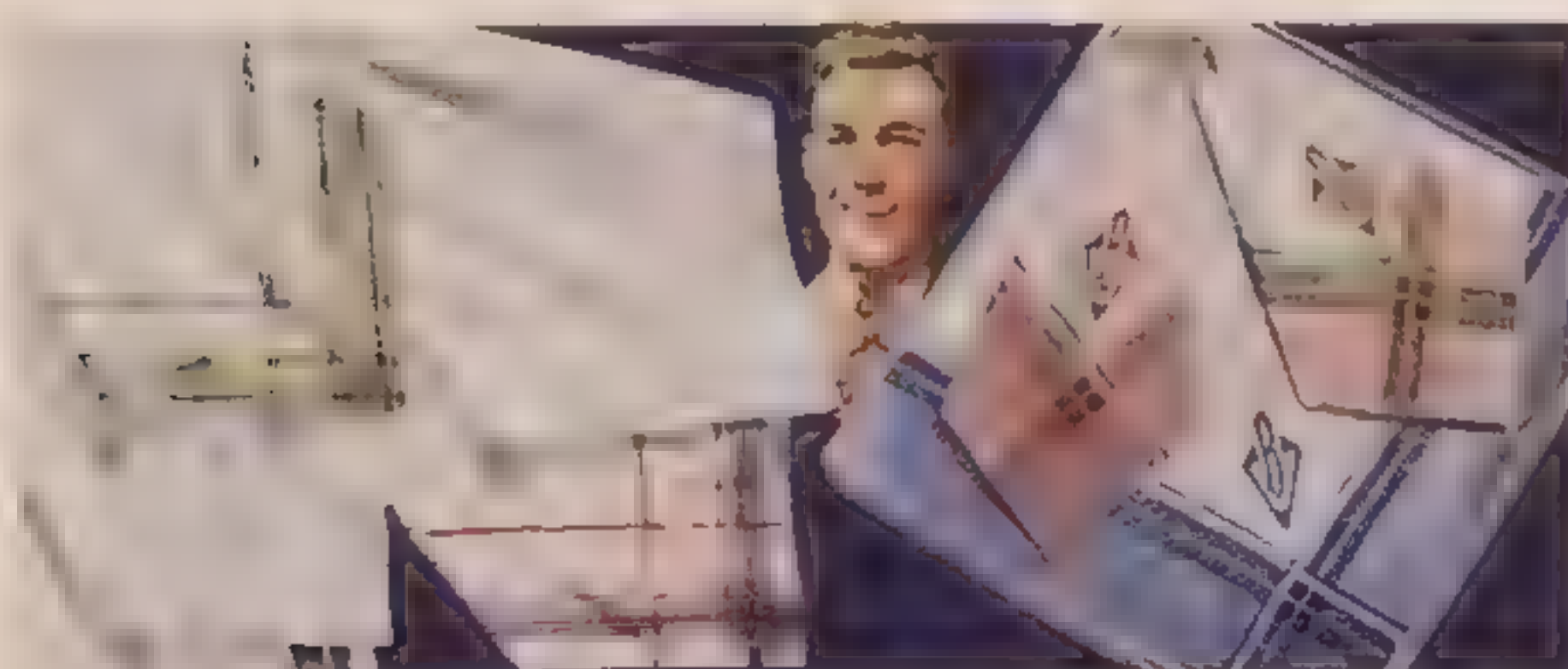
2 for
19c
 Brilliant 4-color big sized cotton prints! Twenty-one inches square. Wear tied over your curls or tossed over your shoulders. Narrow hems. Washfast colors: Navy, Brown, Red or Green predominating. State color. Shipping weight, 3 ounces.

25 N 2474.....2 for 19c

Hand Loom Design!

3 in Box
18c
 Multi-color embroidered design looks exactly like expensive handwork! Sheer white cotton handkerchiefs with tiny hemstitched hems. Packed in gift box. About 10 1/2 in. square. Come in pretty assorted designs similar to illustration. Shipping weight, 5 oz.

25 N 2422.....3 in box 18c



Men's Cotton Assortment

6 for 25c Amazing gift value! Special Christmas assortment of washfast colored woven borders, white satin stripes and all white handkerchiefs... each a style "he" wants. Some neatly hemmed, some hemstitched. Soft cotton. Size, about 16 1/2 inches square. Shpg. wt., 6 oz.

25 N 2542.....6 Ass. Styles 25c

Colored Initials for Him!

3 in Box 39c Personalized—just for him! Colorful looking colored embroidered initials match smart woven borders. Fine white combed cotton... feels soft and wears exceptionally well. Narrow, neat hems. About 16 1/2 inches square. Any initial except J, O, Q, U, V, X, Y, Z. Print Initial. Assorted washfast colors. Shipping weight, 4 oz.

25 N 2553.....3 in Gift Box 39c

Women's 4-Color Prints

6 for 55c Makes an exciting gift! Surprisingly inexpensive! Lovely floral prints in beautiful colors. Fine cotton, soft and sheer, with dainty rolled hems. Assorted patterns. Predominating washfast colors: Blue, Brown, Green or Wine. State color. Size, about 13 1/2 inches square. Shipping wt., 2 oz.

25 N 2429.....6 for 55c

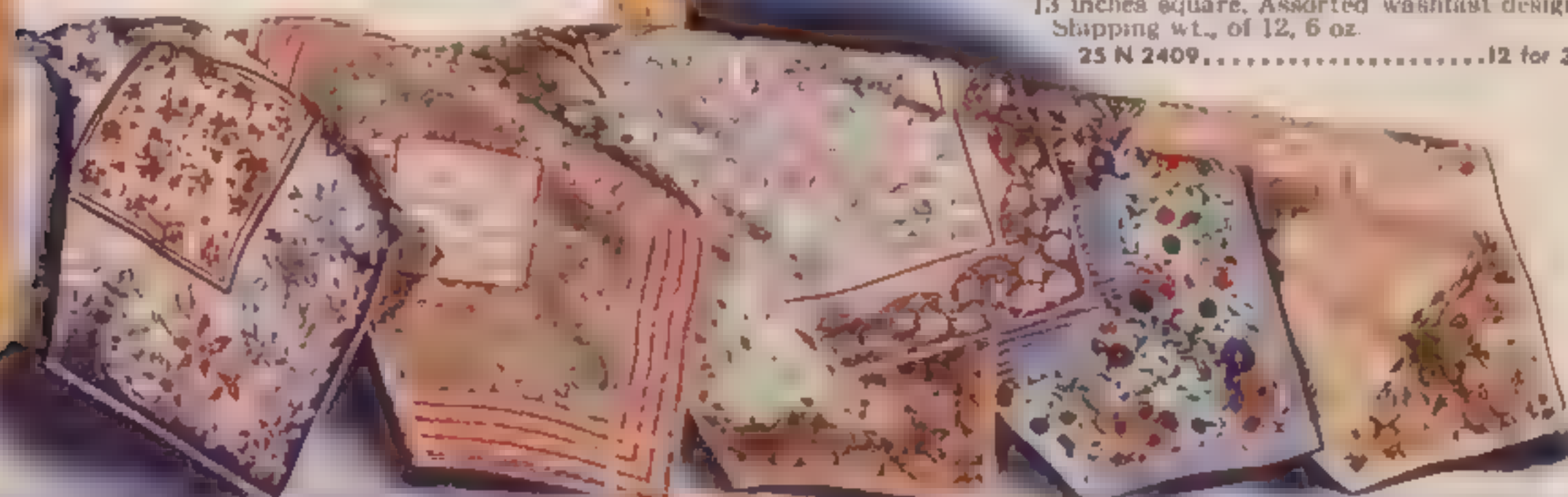
Perky Four-Color Prints

12 for 39c Brighten Up Every Costume

Each one prettier than the next! Imagine such a value! Twelve—~~a whole dozen~~ colorful handkerchiefs. A size you'll try stage on to top your Christmas list! You'd expect a key motif for perky prints is just as good. The colors are richer, the designs prettier, the size larger than most. ~~Handkerchiefs in this price class~~ Soft cotton lawn with neat rolled hems. Size, about 13 inches square. Assorted washfast designs. Shipping wt., of 12, 6 oz.

25 N 2409.....12 for 39c

A dozen gay Hankies she'd choose herself



Dainty Embroidery

Hand loom multi-color embroidery with cutwork. Buttonhole scalloped edges. Sheer white cotton opal color. About 16 1/2 in. sq. Assorted designs. Makes a perfectly lovely gift! Gift boxed. Shipping weight, 5 ounces.

25 N 2430
3 in Box.....49c

Hand Embroidery!

An attractive present! Soft, fine white linen with delicate multicolor hand embroidered eyelet in blue. Hand-rolled hems. Assorted designs. About 11 in. sq. Gift boxed. Great for your personal greeting card. Shipping weight, 5 ounces.

25 N 2437
3 in Box.....49c

Pretty Gift Box

A Christmas special! Sheer white cotton lawn hankies. Delicately blended multi-color hand loom embroidery, with large Venice type lace corner. Hemstitched hems. Abt. 11 1/4 in. sq. Assorted designs. Beautiful gift box. Shipping wt., 5 oz.

25 N 2459
3 in Box.....39c

Hand Colored Prints

Floral bouquets, hand colored, fine white cotton lawn handkerchiefs. About 11 1/2 inches square. Tiny hemstitched hems. Assorted designs and colors. Beautiful gift box. Shipping weight, 5 oz.

25 N 2420
3 in Box.....27c

Embroidered Designs

Floral and petit point effect multicolor hand loom embroidery decoration, white linen handkerchiefs. Tiny hemstitched hems. Assorted designs. About 10 1/2 in. sq. Shpg. wt., 5 oz.

25 N 2473
3 in Box.....29c

Clever HOME GIFTS

Gifts that are different and appropriate for every one. Not only will they make someone happy at Christmas time, but they will have a lasting and positive value.



\$1.00

Complete Set

Yule Log Console Set

The Christmas Spirit in natural silver birch! Half log centerpiece 10 in. long, 2 Stumps 3 1/2 in. in diameter. Each piece decorated with green pine, cones, red berries, silver color leaves, holly tree and 8 in. red candles. **Not Postpaid.**

71 N 4520 Centerpiece Shpg. wt. 1 lb. 8 oz. 55c

71 N 4521 1 Stump Shpg. wt. 1 lb. 4 oz. 29c

2 Stumps Shpg. wt. 2 lbs. 55c

71 N 4522 Complete Set, Shpg. wt. 3 lbs. 8 oz. \$1.00



89c

Pair

59c

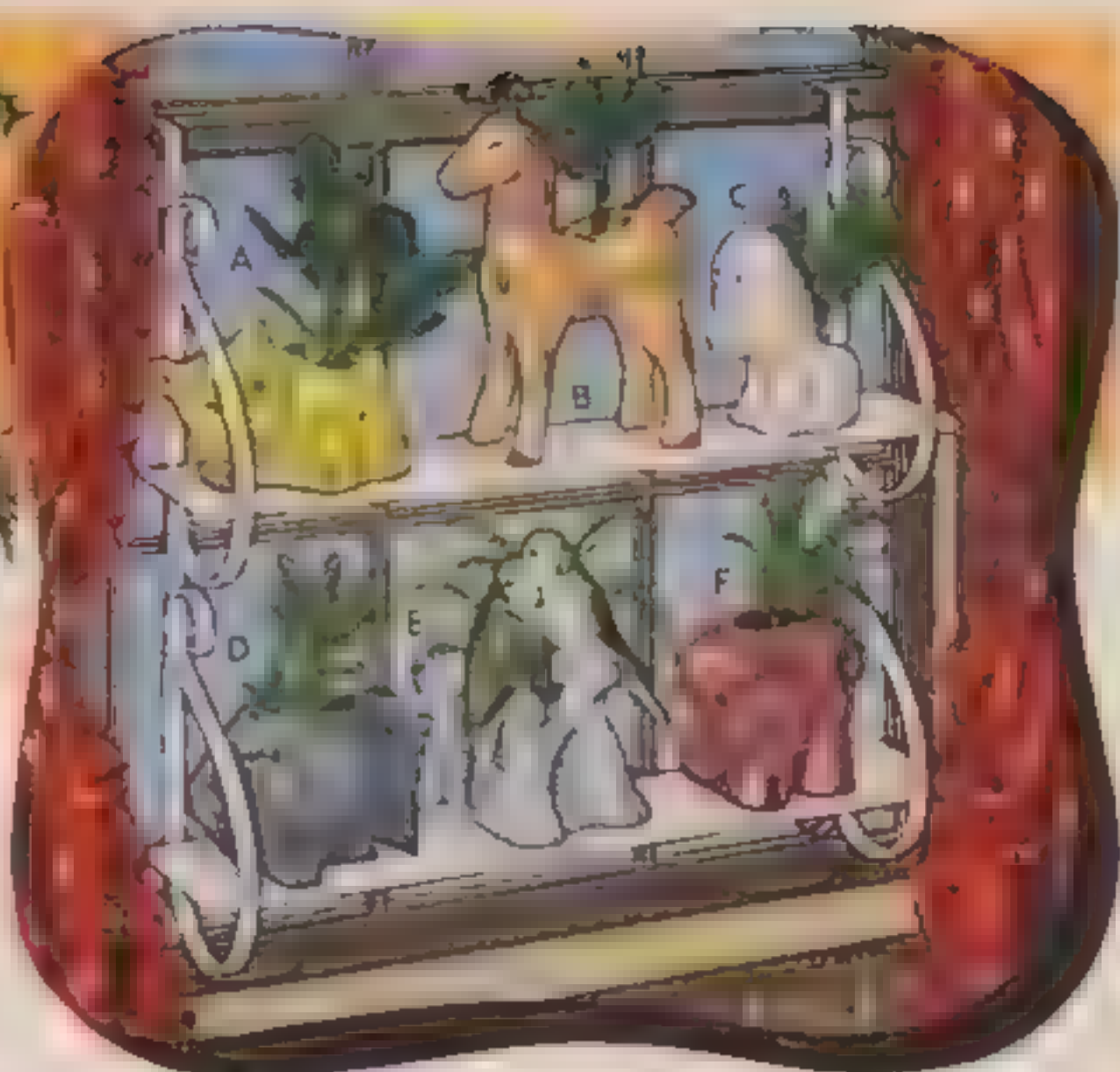
White Birch Log

© Green South Sea Co. Ltd. This is a white birch log, 10 in. long, 3 1/2 in. in diameter. Each piece decorated with green pine, cones, red berries, silver color leaves, holly tree and 8 in. red candles. **Not Postpaid.** Shpg. wt. 2 lbs. 55c

71 N 4500—Complete 59c

Dutch Wooden Shoes

© Real wooden shoes big enough for a 4 yr. old child to wear. Painted bright red, decorated with holly and red cellophane. Paper White bulb in each shoe. **Not Postpaid.** Shpg. wt. 1 lb. 14 oz. 71 N 4511—Pair 89c



Have Spring in Your Home All Winter Long! Beautiful Decorative Holders for Plants

\$1.59

Complete Set

Each and every item has distinctive charm... Each and every item does its bit to make your home a better place in which to live. "Old Man Winter" may be at Odds with the frosty outdoors and sleet, but inside, these colorful glazed pottery and ceramic holders will warm the atmosphere of your home. During 2 Winter months of the year 22 1/2 in. supported by white enameled brackets 2 1/2 x 7 1/2 in. are attached to the window frame and this novel menagerie can be arranged as you desire. These hanging shelves will not interfere with opening or closing the window. Why not buy the complete set and have a collection of which you can be justly proud? **Not Postpaid.** Plants not included with any items listed below.

(A) 71 N 4580—Yellow Cat 2 1/2 in. high, 4 1/2 in. long, Shpg. wt., 14 oz. 15c

(B) 71 N 4581—Brown Dappled Horse, 5 in. long, 6 1/2 in. high, 2 1/2 in. wide, Shpg. wt., 1 lb. 2 oz. 27c

(C) 71 N 4582—Sad-Faced White Dog, 3 1/2 in. high, Shpg. wt., 11 oz. 15c

(D) 71 N 4583—Blue and White Cat, 4 1/2 in. long, 3 in. high, Shpg. wt. 12 oz. 19c

(E) 71 N 4584—Colorful Love Birds, 5 1/2 in. high, Shpg. wt., 2 lb. 29c

(F) 71 N 4585—Lucky Pink Elephant, 3 1/2 in. high, Shpg. wt., 14 oz. 18c

71 N 4586—Shelves and Brackets only Shpg. wt., 2 lbs. 13 oz. 59c

71 N 4588—Complete Window Shelf Set, with six plant receptacles as illustrated. (Plants not included). Shpg. wt., 5 lbs. \$1.59



The Graceful Fawn

A charming cat holder in yellow glazed pottery. Back is hollowed out to hold small plants or flowers. For animal or cactus use. 7 in. high, 5 1/2 in. long. Plant not included. **Not Postpaid.** Shpg. wt. 1 lb. 39c

71 N 4627 39c

Seed Head

Just place soil on the gentleman's bald pate, add water, and green "hair" will soon appear. Seed and instructions included. **Not Postpaid.** Shipping weight, 1 lb. 8 oz. 71 N 4625 25c

71 N 4625B—Extra packet of seed Shpg. wt. 1 oz 10c

Log and Bulbs

3 Paper-White Narcissus bulbs in mottled white pottery bowl resembling log. Log is 7 in. long, 3 1/2 in. wide, 3 in. deep. Shpg. wt., 2 lbs. 9 oz. 71 N 4635 Complete Set, **Not Postpaid.** 42c

71 N 3250—Extra packet of seed Shpg. wt. 1 oz 10c

Twin Cactus Bowl

A Mexican figure takes his seats between two cacti. Green-white glazed pottery. Opening between bulb bowls, water can flow from one to the other. 7 in. long. Two Paper White bulbs. **Not Postpaid.** Shpg. wt. 1 lb. 12 oz. 71 N 4663 35c

Christmas Corsage

Add a touch of gaiety to your new Christmas with this! Green pine with red berries and white tipped pine cones. Can also be used as decoration for gift wrapping and as part of your festive string. **Not Postpaid.** Shpg. wt. 3 oz. 71 N 3723 15c



White Cart

Enameled metal cart with red tray 7 in. long. 2 Paper White bulbs and pearl shell clips. **Not Postpaid.** Shpg. wt. 1 lb. 49c

71 N 4599 49c

Pottery Half Moon

Moonlight White, 7 1/2 in. high 8 in. long. With chain for hanging. Plants not included. **Not Postpaid.** Shpg. wt. 2 lbs. 5 oz. 71 N 4671 59c

71 N 4671 59c

Resurrection Plant

A symbol of "Peace on Earth, Good Will Toward Men". Place tightly rolled plant in water and fern-like foliage quickly unfolds. Artistic 6 in. diameter green bowl. **Not Postpaid.** Shpg. wt. 1 lb. 10 oz. 71 N 4642—Set 35c

71 N 4642—Set 35c

A Vegetable Garden in Pottery

Novelties that are sure to be standouts! Friends will admire your taste. Plants not included. Items sold separately or as complete set. **Not Postpaid.**

A 71 N 4526—Red Apple 2 1/2 in. high Shpg. wt. 12 oz. 19c

(B) 71 N 4525—Yellow Squash 5 1/2 in. long Shpg. wt. 12 oz. 19c

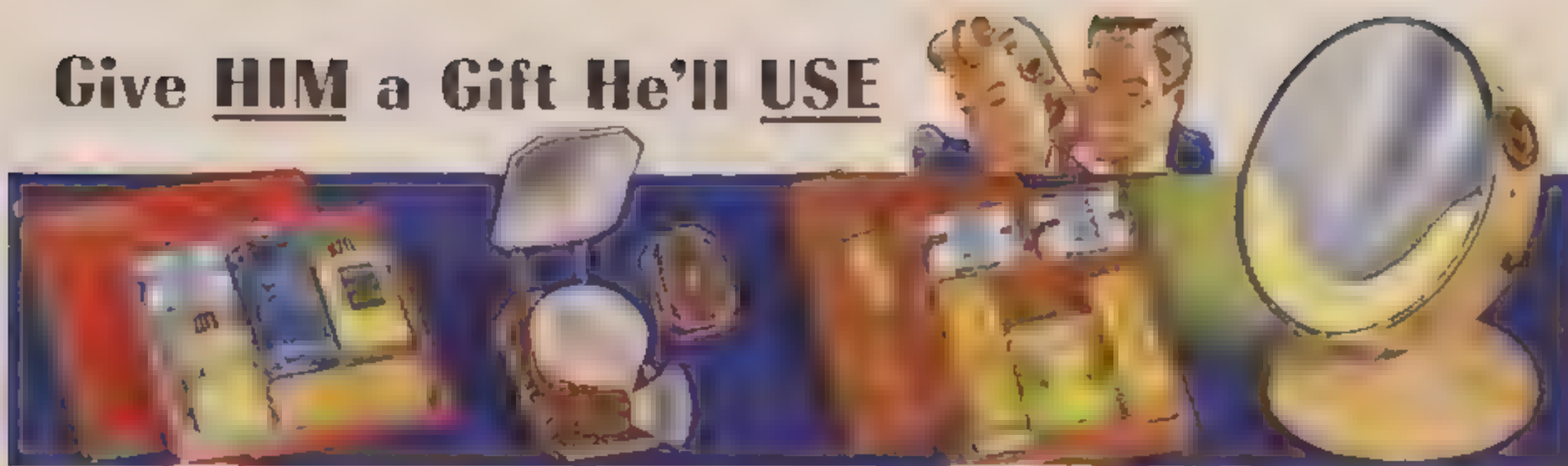
C 71 N 4527—Orange Pumpkin 3 in. high Shpg. wt. 13 oz. 19c

D 71 N 4528—Green Pepper 3 1/2 in. long Shpg. wt. 12 oz. 19c

E 71 N 4529—Orange Carrot 7 in. long Shpg. wt. 12 oz. 19c

71 N 4530—Complete Set, Shpg. wt. 3 lbs. 12 oz. 85c

Give HIM a Gift He'll USE



Woodbury Special Men's Set 47c

A name he knows—a real gift. Contains 3 tubes of Woodbury Men's Lotion, 1 tube of After Shave Lotion, Shaving Cream, and Woodbury's famous Palmolive Soap. In Christmas gift box.

8 N 9932—Shpg. wt., 2 lbs. 6 oz. 47c

Folding Shave Stand \$1.00

For HIS shaving convenience. Contains shaving brush, shaving soap, and folding mirror stand. Chromium tube. Satisfaction 5 x 12 in.

Shpg. wt., 1 lb. 12 oz. \$1.00

Woodbury Gift Set 87c

A \$1.30 value! This is a gift in a gift box. Contains 2 tubes of Shaving Cream, After Shave Lotion, Men's Lotion, and Palmolive Soap. In gift box.

Shpg. wt. 3 lbs. 3 oz. 87c

Electric Shave Mirror \$1.00

Perfect light for shaving or makeup. Plug on side for electric light. 6-in. mirror. Ivory color. Rubbery and safe. In gift box.

Shpg. wt. 3 lbs. \$1.00



Palmolive Gift Set 89c

Attractive gift that's really useful. Contains 1 tube of Palmolive Shaving Cream, 1 tube of After Shave Lotion, and 1 tube of Palmolive Soap. In attractive gift box.

Shpg. wt., 3 lbs. 6 oz. 89c

Williams Gift Box 89c

\$1.25 value. 50c size. Contains 1 tube of Williams' Shaving Cream, 1 tube of After Shave Lotion, and 1 tube of Williams' Soap. In gift box.

Shpg. wt. 2 lbs. 89c

Mennen's Gift Set \$1.09

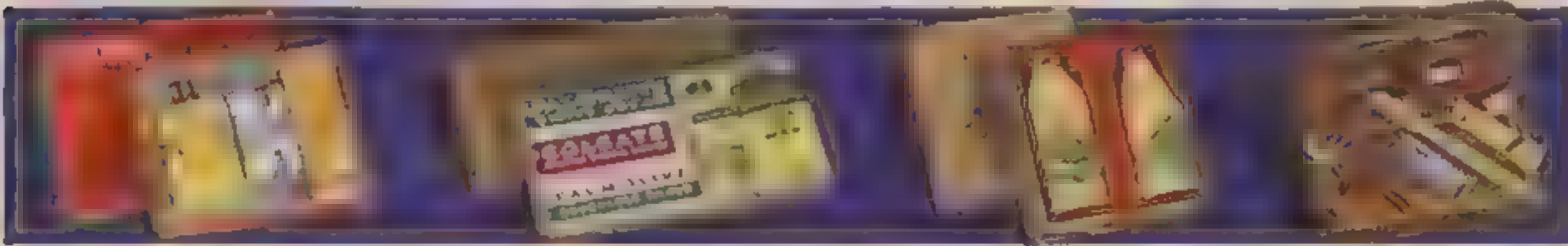
\$1.35 value. Contains 1 tube of Mennen's Shaving Cream, 1 tube of After Shave Lotion, 1 tube of Skin Bracer, and 1 tube of Mennen's Soap. In gift box.

Shpg. wt. 3 lbs. 6 oz. \$1.09

Palmolive Utility Kit \$1.49

Handsome smooth simulated leather travel case with Palmolive Shaving Cream, After Shave Lotion, and Colgate Dental Cream. Size about 8 1/2 x 1 1/2 in.

Shpg. wt., 2 lbs. 14 oz. \$1.49



Woodbury Thrift Set 23c

Attractively priced. Contains 1 tube of Woodbury Facial Soap, Shaving Cream, and After Shave Lotion. In attractive gift box. Decorated in the holiday motif.

Shpg. wt., 1 lb. 6 oz. 23c

Palmolive Special Set 49c

Set contains 1 tube of Palmolive Shaving Cream, 1 tube of After Shave Lotion, and 1 tube of Palmolive Soap. In attractive gift box.

Shpg. wt. 1 lb. 12 oz. 49c

Early American Set \$1.75

Gift Set. Men's Set. Contains After Shave Lotion and 1 tube of shaving cream. In a wooden box with a leather and paper box with a leather and paper box.

Shpg. wt. 1 lb. 12 oz. \$1.75

Fitted "Poc-Kit" 79c

Genuine leather case with toilet set. Contains 1 tube of shaving cream, 1 tube of after shave lotion, and 1 tube of soap. Size about 8 x 1 1/2 in. Black or brown. State color.

Shpg. wt. 10 oz. 79c



Tally-Ho Men's Set 59c

Contains Lavender Shaving Soap in wooden bowl, After Shave Lotion, and 1 tube of Tally-Ho Soap. In box with Old English scene.

Shpg. wt. 2 lbs. 10 oz. 59c

Wings Men's Set 23c

An attractive box. Contains 1 tube of Wings Shaving Soap in wooden bowl, 1 tube of Wings After Shave Lotion, and 1 tube of Wings Soap. In gift box.

Shpg. wt. 1 lb. 10 oz. 23c

Humidor and Pipe Rack \$1.00

Onyx effect. For 1 & 1/2 Tenor. (part of this set is for 1 lb. to 1 1/2 lbs. Men's set up. Holds 6 pipes (not included). State finish.

Shpg. wt., 1 lb. 12 oz. \$1.00

Ace Shaving Set 39c

Set contains Shaving Lotion, Lotion, and Shaving Cream. Packed in a match-looking gift box.

Shpg. wt. 2 lbs. 2 oz. 39c



Genuine Meerschaum Pipe \$4.98

A gift to please the most particular smoker. Pipe has white hand carved bowl and genuine amber mouthpiece. Your choice of straight or bent stem. State choice. Flush lined leather case.

Shpg. wt., 6 oz. \$4.98

Yardley Men's Set \$1.50

A distinctive gift. Contains 1 tube of Yardley English Lavender Shave Lotion and 1 tube of Yardley Soap. In gift box.

Shpg. wt., 1 lb. 12 oz. \$1.50

Yardley Bowl

Famous lavender shaving bowl. Attractive gift. Postpaid.

Shpg. wt., 1 lb. 12 oz. \$1.00

Old Spice Mug

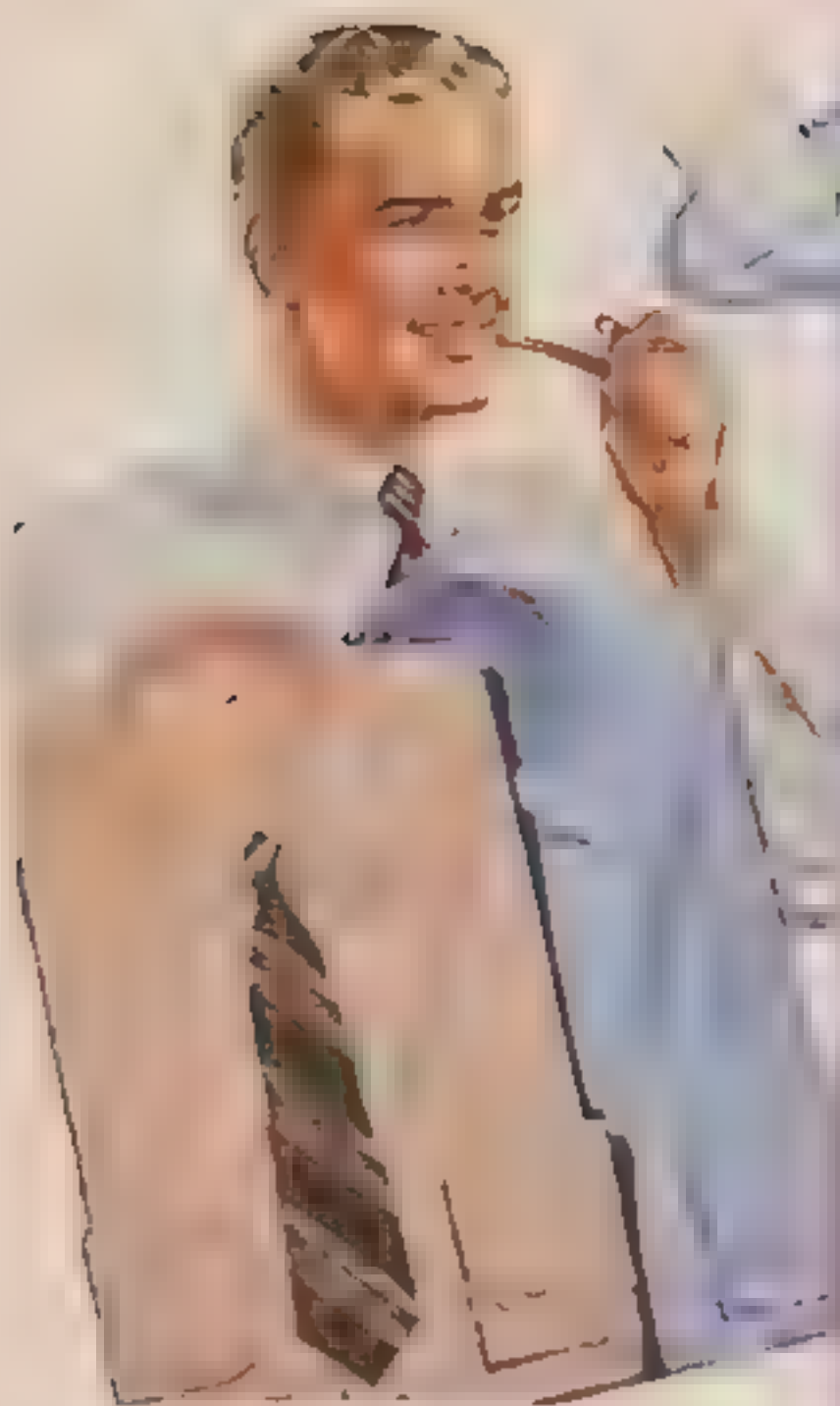
Early American Shaving Mug with rich, creamy shave soap. In smart gift box. Postpaid.

Shpg. wt., 1 lb. 12 oz. \$1.00

Initialed Shave Brush \$1.00

Give HIM this personalized gift. Triple ended bristle brush with one engraved initial. Print initial. Set in rubber. In Rayon lined gift box.

Shpg. wt., 6 oz. \$1.00



EACH IN AN
INDIVIDUAL
GIFT BOX

Handsome Oxford Cloth

\$1.55
each

2 for

\$3.00

\$1.55
Each
2 for
\$3.00

\$3.00 Half Sizes 14 to 16 sleeve lengths 32, 33, 34, 35 in.
 Sizes 16½ and 17 sleeve lengths 34, 35 inches

33 N 64—State size, color, sleeve length.



Smart Rayon Stripes

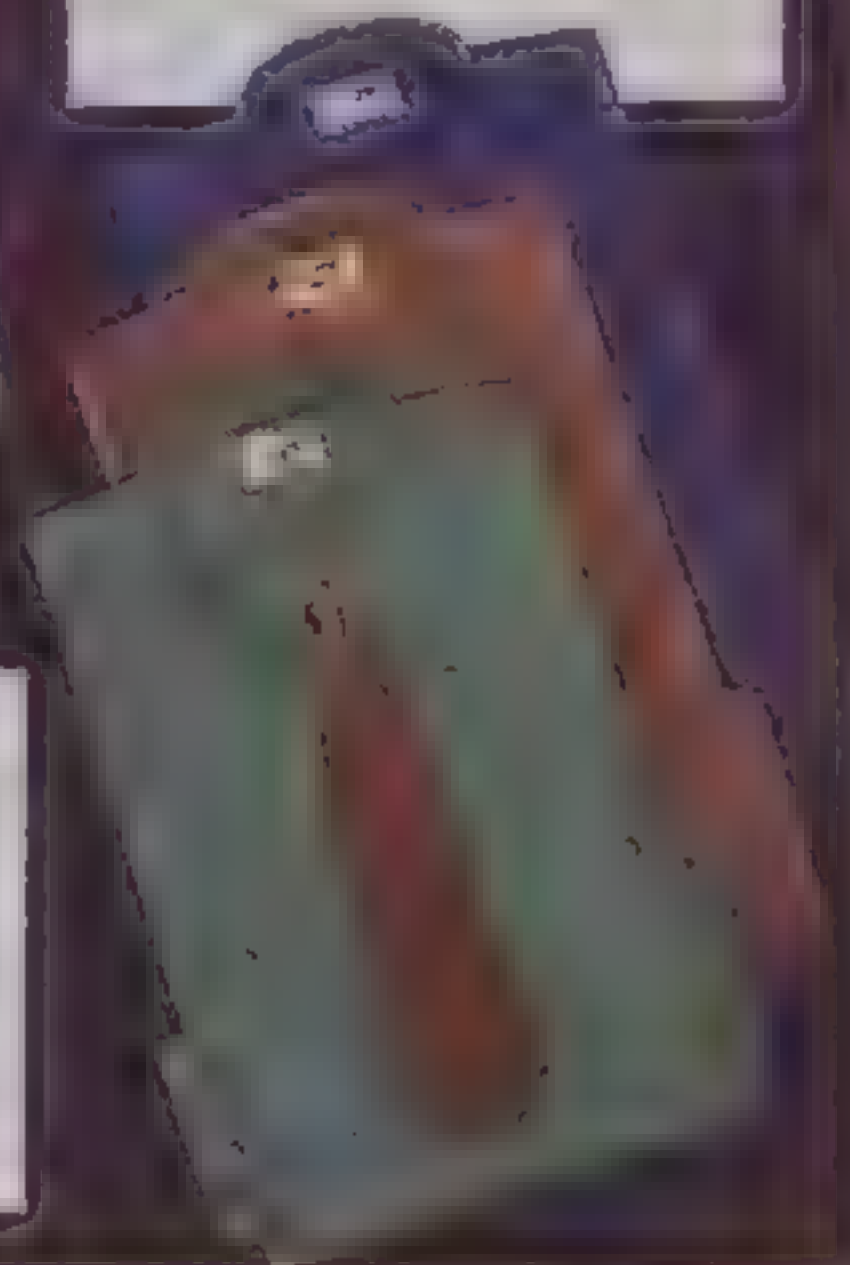
\$29
Each

2 for

\$2.50

Give him TruPoint—in-
stantly, he was back in
the new world of the
New Orleans Convention
of the American Society
of Sugar Cane Growers
and Refiners, Inc. by
the time he had
swallowed.

Half Sizes 14, 16, 18, sleeve lengths 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 437, 439, 441, 443, 445, 447, 449, 451, 453, 455, 457, 459, 461, 463, 465, 467, 469, 471, 473, 475, 477, 479, 481, 483, 485, 487, 489, 491, 493, 495, 497, 499, 501, 503, 505, 507, 509, 511, 513, 515, 517, 519, 521, 523, 525, 527, 529, 531, 533, 535, 537, 539, 541, 543, 545, 547, 549, 551, 553, 555, 557, 559, 561, 563, 565, 567, 569, 571, 573, 575, 577, 579, 581, 583, 585, 587, 589, 591, 593, 595, 597, 599, 601, 603, 605, 607, 609, 611, 613, 615, 617, 619, 621, 623, 625, 627, 629, 631, 633, 635, 637, 639, 641, 643, 645, 647, 649, 651, 653, 655, 657, 659, 661, 663, 665, 667, 669, 671, 673, 675, 677, 679, 681, 683, 685, 687, 689, 691, 693, 695, 697, 699, 701, 703, 705, 707, 709, 711, 713, 715, 717, 719, 721, 723, 725, 727, 729, 731, 733, 735, 737, 739, 741, 743, 745, 747, 749, 751, 753, 755, 757, 759, 761, 763, 765, 767, 769, 771, 773, 775, 777, 779, 781, 783, 785, 787, 789, 791, 793, 795, 797, 799, 801, 803, 805, 807, 809, 811, 813, 815, 817, 819, 821, 823, 825, 827, 829, 831, 833, 835, 837, 839, 841, 843, 845, 847, 849, 851, 853, 855, 857, 859, 861, 863, 865, 867, 869, 871, 873, 875, 877, 879, 881, 883, 885, 887, 889, 891, 893, 895, 897, 899, 901, 903, 905, 907, 909, 911, 913, 915, 917, 919, 921, 923, 925, 927, 929, 931, 933, 935, 937, 939, 941, 943, 945, 947, 949, 951, 953, 955, 957, 959, 961, 963, 965, 967, 969, 971, 973, 975, 977, 979, 981, 983, 985, 987, 989, 991, 993, 995, 997, 999, 1001, 1003, 1005, 1007, 1009, 1011, 1013, 1015, 1017, 1019, 1021, 1023, 1025, 1027, 1029, 1031, 1033, 1035, 1037, 1039, 1041, 1043, 1045, 1047, 1049, 1051, 1053, 1055, 1057, 1059, 1061, 1063, 1065, 1067, 1069, 1071, 1073, 1075, 1077, 1079, 1081, 1083, 1085, 1087, 1089, 1091, 1093, 1095, 1097, 1099, 1101, 1103, 1105, 1107, 1109, 1111, 1113, 1115, 1117, 1119, 1121, 1123, 1125, 1127, 1129, 1131, 1133, 1135, 1137, 1139, 1141, 1143, 1145, 1147, 1149, 1151, 1153, 1155, 1157, 1159, 1161, 1163, 1165, 1167, 1169, 1171, 1173, 1175, 1177, 1179, 1181, 1183, 1185, 1187, 1189, 1191, 1193, 1195, 1197, 1199, 1201, 1203, 1205, 1207, 1209, 1211, 1213, 1215, 1217, 1219, 1221, 1223, 1225, 1227, 1229, 1231, 1233, 1235, 1237, 1239, 1241, 1243, 1245, 1247, 1249, 1251, 1253, 1255, 1257, 1259, 1261, 1263, 1265, 1267, 1269, 1271, 1273, 1275, 1277, 1279, 1281, 1283, 1285, 1287, 1289, 1291, 1293, 1295, 1297, 1299, 1301, 1303, 1305, 1307, 1309, 1311, 1313, 1315, 1317, 1319, 1321, 1323, 1325, 1327, 1329, 1331, 1333, 1335, 1337, 1339, 1341, 1343, 1345, 1347, 1349, 1351, 1353, 1355, 1357, 1359, 1361, 1363, 1365, 1367, 1369, 1371, 1373, 1375, 1377, 1379, 1381, 1383, 1385, 1387, 1389, 1391, 1393, 1395, 1397, 1399, 1401, 1403, 1405, 1407, 1409, 1411, 1413, 1415, 1417, 1419, 1421, 1423, 1425, 1427, 1429, 1431, 1433, 1435, 1437, 1439, 1441, 1443, 1445, 1447, 1449, 1451, 1453, 1455, 1457, 1459, 1461, 1463, 1465, 1467, 1469, 1471, 1473, 1475, 1477, 1479, 1481, 1483, 1485, 1487, 1489, 1491, 1493, 1495, 1497, 1499, 1501, 1503, 1505, 1507, 1509, 1511, 1513, 1515, 1517, 1519, 1521, 1523, 1525, 1527, 1529, 1531, 1533, 1535, 1537, 1539, 1541, 1543, 1545, 1547, 1549, 1551, 155



Hollywood Collar

\$169
Each

2 for

\$3.29

Colors: blue green
Half Sizes: 11 1/2

33 N 376 State size and color.

**They're Sanforized-Shrunk...They're Gift Boxed
Collar and Cuffs Guaranteed to Outlast the Shirt**

For Sears Easy Terms See Page A, in Center of Book

94C
EACH

**3 FOR
\$2.75**



Neat Non-Wilt Collars Need No Starch

If the collar and cuffs don't outwear the shirt, we'll give you a new shirt at no extra charge. It's new to us combined, mercerized cotton broadcloth, patterns in the cotton shirtings. Both Sanforized-Shrunk maximum fabric shrinkage only 1%, 4-hole ocean pearl buttons, pleated sleeves and backs.

Half Sizes: 14 to 16 in sleeve lengths 32, 33, 34, 35 in. **Stretches:** 16½ and 17 in.

sleeve lengths 33, 34, 35 in State size
as well as sleeve length. Shpg. wt., each,
1 lb 2 oz 3 3 lbs 4 oz

33 N 60—Plain White

94c

33 N 61—Figured Patterns in

Each

Blue, Tan, Green. State color 22 M 42. Standard. Dimensions:

3 for

\$2.75

◆ PAGE 97 MEN'S WEAR

CHRISTMAS TIES

HE'LL REALLY WEAR

55c EACH **2 FOR \$1.00**



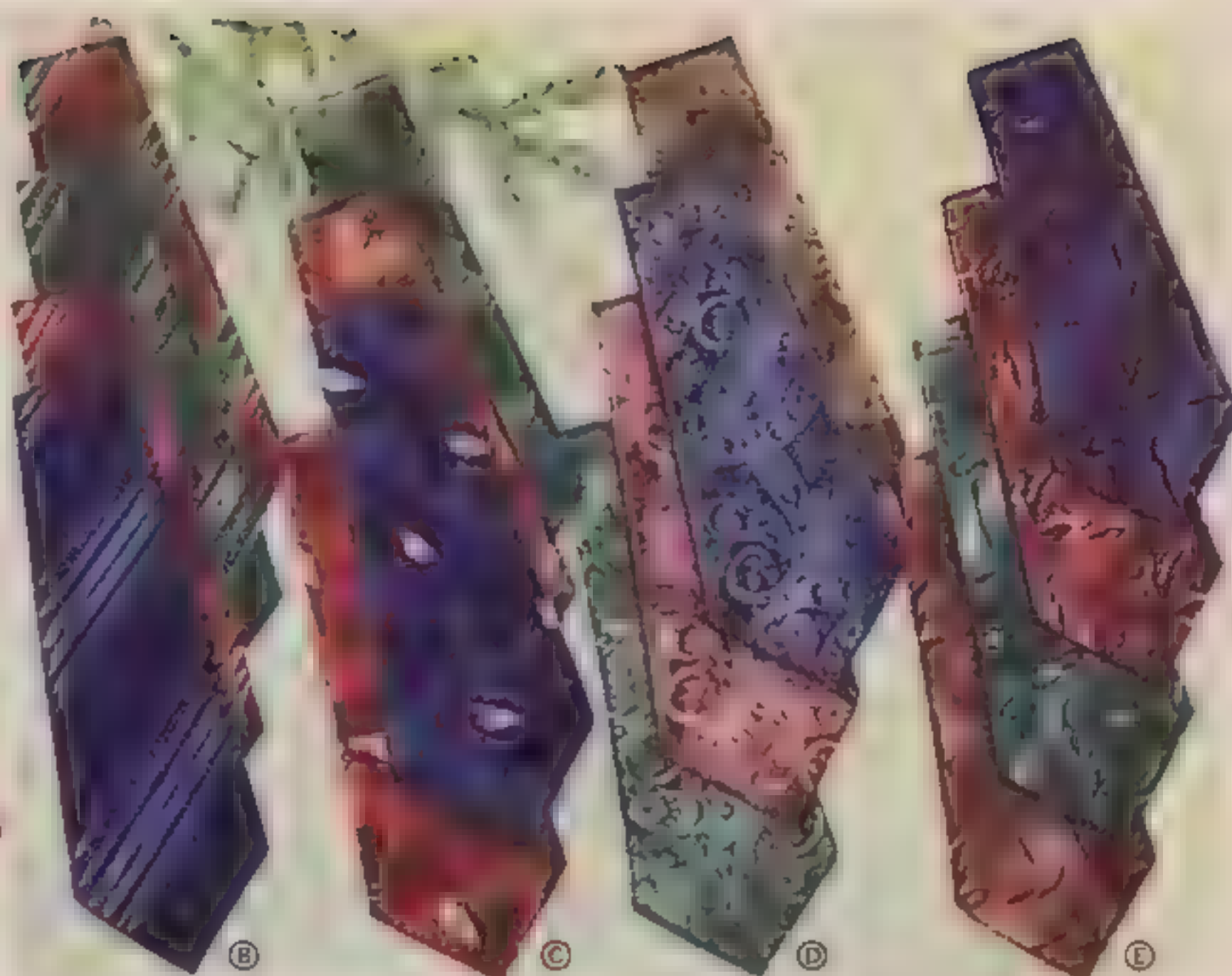
EACH TIE IN A GIFT BOX



(A)

He'd Pick These Himself!

Fine rayon fabric, glowing with all the color men like in their neckwear! Resilient construction, with soft all wool linings that help resist wrinkling. Patterns similar to those illustrated. They're ties he'll choose when he wants to pick the best off his rack! At this price you can afford to give him two at one time!



(B)

(C)

(D)

(E)

Newest Figures and Stripes (Fabric Described at Left)

Group A Figured Patterns—Bold outline figures on distinctive self-patterned grounds. Copied from fine ties you often find in exclusive men's shops.

Group B Striped Patterns—Smart stripes set on dark colored grounds.

Colors: Blue, Maroon, Gray, Brown, Green.

33 N 8400—State group letter and color. Shipping wt., ea., 3 oz. . . 55c 2 for \$1.00

Exceptionally Good Looking (Fabric Described at Far Left)

Group C . . . Rayon Satin, Brocade Patterns—Rich, soft all-over brocade patterns.

Group D . . . Persian Patterns—Shaded backgrounds with beautiful all-over designs.

Group E . . . Rayon Satin, Ombre Patterns—Brocade figures on soft ombre grounds.

Colors: Blue, Maroon, Green or Brown.

Christmas Comes But Once a Year! Give Him the Best! For Easy Terms See Page A in Center of Book



(L)



(M)



ALL PAJAMAS IN GIFT BOXES

Outstanding Gift Pajamas

\$19 Suit

2 for \$2.29

Full cut, long sleeve, with matching trousers.

(L) Paisley Pattern
Notch collar
Colors: Blue, Maroon or Green
State color
33 N 992

(M) Imperial Crest
Smart embroidered crest on pocket
Maroon or Red only
33 N 993

Pajama Sizes: A (34 to 36 inch chest), B (38-40), C (42-44), D (46-48). State size letter. Shipping weight, a suit 1 pound 6 ounces; of two, 2 pounds 11 ounces.

Fine "Nobility" Broadcloth

\$179 Suit

2 for \$3.49

Look at these features and you'll see why we say they're \$2.98 values! Combed cotton broadcloth in the bold blazer stripes that look so well . . . over or red and vat dyed in the lustrous, brilliant colors will keep their sheen and freshness. Cut big and roomy with stretchable inserts in trouser waists. A gift that can't fail to please him this Christmas.

Colors: Blue, Maroon or Green
33 N 994—State color wanted.

The Sweetest Gift of All!



DELUXE QUALITY

Chocolate Nut and Fruit Assortment

Just the kind of a lovely surprise Mothers, Sisters and Sweethearts will enjoy most! This excellent selection includes crisp almonds, tasty filberts and pecan clusters and big meaty brazil nuts. Then too, you get lots of hard as cherries, seeded pineapple tidbits, sun ripened dates and many other enticing delicacies. Altogether there are over 150 large pieces in the 5 pound box each thickly coated with a velvety smooth light and dark chocolate. Everyone will be delighted with the rich taste and the assortment of holiday treats. So make a list of those you want to please and this Christmas send them each a box. It's a gift you'll give with pride. And don't forget to include one for yourself. Comes in a beautiful gift box. Shpg. wts., 5 lbs.; 2 lbs. 12 oz.; 1 lb. 8 oz.

8 N 7983 5-lb. Box \$1.98 8 N 7985 2-lb. Box .95c 8 N 7984 1-lb. Box 49c

Chocolates are the gift of remembrance, so give plenty of them. See Page A, Center of Book for Easy Terms.



5-LB. BOX
\$1.98



5-LB. BOX
\$1.49

Delicious Holiday Chocolates

The popularity and taste appeal of these fine chocolates has been proved time and time again. It's what a GOOD Candy is for. It's delicious nougats, creamy nut tarts, creamy caramels and fruit-flavored creams and clusters of rich chocolate. These are the very best eating friends with the delicate centers to make each piece an invitation to another. You can't go wrong on this "Kiss-me-fresh" centerpiece as a present with sure acceptance. Every ingredient has been carefully selected for top purity and wholesomeness and the prices are amazingly low. Packed in a beautiful Christmas box. Makes a real Holiday gift for HLR. Don't forget that all Sears candy is sold on a "satisfaction or your money back" guarantee, so order with confidence. Shpg. wts., 5 pounds; 2 pounds, 12 ounces, 1 pound 8 ounces.

8 N 7927 5-lb. Box \$1.49 8 N 7928 2-lb. Box .73c 8 N 7926 1-lb. Box .39c



5-LB. BOX
\$1.19

MINIATURE CHOCOLATES

Dainty Miniature Chocolates

Mmm-m! Tiny, melt in your mouth miniatures—68 to the pound! Over 2 times as many pieces as in a regular size assortment. Each little taste treat is covered with thick, rich chocolate. Assortment includes luscious peppermints, raspberry and coconut creams, brittle nut crisps, chewy nougats and caramels, smooth vanilla creams, and mellow chocolate puddings. Dainty enough to be that perfect gift for HLR. Variety enough to please the whole family. Economical enough to meet your budget. That's why it makes a perfect gift combination. Shpg. wts., 6 lbs., 2 lbs. 12 oz.; 1 lb. 8 oz.

8 N 7971 6-lb. Box \$1.19 8 N 7972 2-lb. Box .49c 8 N 7973 1-lb. Box .25c



5-LB. BOX
79c

5Lbs. Good Chocolates

Here's another splendid value... both in taste and economy. You can easily afford to buy several boxes of these tasty assorted chocolates for your friends because they cost less than 16c a pound. We believe they'd cost you far more elsewhere. A grand selection of caramels, nougats, nut clusters and fruit flavored creams. All coated with an rich delicious chocolate. Packed in a colorful 5-lb. box. An ideal Yuletide remembrance. Shpg. wts., 6 lbs. 8 N 7924 5-lb. Box .79c

8 N 7924 5-lb. Box .79c

3-Drawer Utility Box and 3 lbs. Deluxe Chocolates

\$1.98

Here is the Christmas gift you will be proud to give. Beautifully embossed 3-drawer Maroon and Ivory color box in distinctive leather effect. Each drawer is packed with delicious chocolates in the following varieties: nougats, caramels, nougats, jellies, egg boxes, and French creams. Box can be used for letters, postcards, hankies, etc. after the candy is eaten. Shpg. wt., 4 lbs.

8 N 7988 Box and Candy \$1.98



Genuine Cedar Chest With 1-lb. of Chocolates

\$1.00

Here's a unique gift—an attractive red cedar chest with 1 lb. of chocolates. Each chest is hand-crafted. When the candy is gone, it can be used as a handy travel or home box, or for your own keepsakes. It has a real lock and key. Any woman will be delighted to receive a gift like this.

Shpg. wt., 2 lbs.
8 N 7986—Chest and 1 lb. of Chocolates \$1.00



◆ PAGE 133 CANDY




Special Offer!
50 Empty Boxes Included With Each Order for 3 Pails of Candy
 Take advantage of this special offer for church, school or lodge Christmas parties—50 bright, colorful empty candy boxes for repacking, included with each order for 8N07872 (30 lbs.) of candy shown at left.

10 lbs. Delicious Holiday Candy
\$1.49
 In a 10-Quart Galvanized Pail

- Delicious Golden Brown Peanut Brittle
- Old-Fashioned Creamy Chocolate Drops
- Sugar Coated Fruit Flavored Gum Drops
- Crunchy Hard Candy in Assorted Shapes
- Tempting, French Cream Bon Bons

HERE IT IS! A thrifty way to buy your Christmas Party candy—a big pail full of your favorites! Enough for the whole family—for the entire Holiday Season—at a bargain price. Just think—a big sturdy 10-quart galvanized pail that's always useful around the house PLUS a grand selection of KITCHEN-PURE candy—so wholesome the family can eat all they want. Really two big bargains in one! Save money at Sears on your Holiday candy.

10 Lbs. Candy in 10-Qt. Pail. Shpg. wt., 15 lbs.
 8 N 07959..... **\$1.49**

30 Lbs. Candy (3 Pails) and 50 Empty Candy Boxes
 8N07872—Shpg. wt., 50 lbs. **\$4.39**



Christmas Stocking
60c Value
49c

The answer to Santa's letter! For real excitement nothing has more to offer than this big surprise Christmas stocking. Made of colorful red net and cellophane, and jammed to overflowing with toys, candy and nuts to delight the heart of any child. Contains a mechanical metal auto, an interesting story book, a big Christmas tree lollipop, a Tom, Tom the Piper's Son bank, 4 gold covered chocolate coins, a big popcorn ball, and lots of tasty assorted hard candy and nuts. It's a big present, yet priced so low you can buy several for a jolly surprise on Christmas morning. The toys will last long after Christmas is gone.

8 N 7931
 Shpg. wt., 2 lbs. 4 oz. **49c**



5 lbs. Hard Candy in 4-Qt. Aluminum Kettle \$1.39

Mother will be thrilled with this ideal 2-in-1 gift: a good quality 4-quart polished aluminum kettle packed with a delicious assortment of fine-flavored hard candy. The kettle has a "clamp-on" strainer lid and straight sides for quicker heat—needs less fuel. Assortment of pure, wholesome, fresh candies includes all your special favorites. May be included in an Easy Terms order—see Page A center of book. Shipping weight, 7 pounds.

8 N 7956—5 pounds Candy in Kettle..... **\$1.39**

3 lbs. Hard Candy 49c

A truly delicious assortment of shimmering satin finish crimped ribbon candy, chips, fruit drops, waffles, and cut rock candy with clever little inner designs. An ideal gift and is equally nice to have around the house during the Holiday season.

Shpg. wt., 3 lbs. 12 oz.
 8 N 7969—3-lb. Box..... **49c**



60 Candy Tree Ornaments
55c

The youngsters will really enjoy these colorful marshmallow tree ornaments that hang on the tree by their paper loops. They add a bright, cheery appearance to your Christmas tree. The big box of 60 pieces contains pink-and-white Santas and red, yellow and green bells and stars.

Shpg. wt., 3 lbs.
 8 N 7932—60 pieces **55c**



3-lb. Tin of Hard Holiday Candy 69c

Here's a welcome gift—tempting hard candy in a colorful gift tin. Four delicious varieties—black walnut chips, assorted chocolate filled straws, tiny hard bridge mix, and assorted all-filled sugar-shells. An appropriate gift for Christmas and other special occasions because this assortment is a favorite with everyone.

Shpg. wt., 4 lbs.
 8 N 7952—3-lb. Tin..... **69c**



3 lbs. Delicious Assorted Creams and Jellies 59c

Crystallized jellies and soft cream bonbons whose luscious goodness satisfies everyone's craving for that different kind of Holiday treat. If you're planning a big Christmas gathering, order 25 lbs. and take advantage of our special offer shown below.

Shpg. wts., 3 lbs. 12 oz.; 6 lbs.; 30 lbs.

8 N 7964 3-lb. Box... 59c 8 N 7881 5-lb. Box... 89c

8 N 07882—25 lb. carton with 50 empty boxes... \$4.25

Be sure your Easy Terms Order includes plenty of Candy. See Page A in Center of Book for complete details.

Holiday Hard Candy at Big Savings

3 Types of Candy • All Hard Candy • 50-50 Hard and Filled • 100% All Filled

Candy just naturally goes with Christmas, and Sears delicious hard candy is tops for quality... Yet Sears lower prices mean a bigger saving to you.

All Hard Candy
GOOD—Fruit-flavored hard candies in a large variety of flavors, colors and shapes.

8 N 7933—Shpg. wt., 6 lbs. 5 Lbs. in Handsome Gift Tin... 64c

8 N 7935—2 Lb. Bag Shpg. wt., 2 lbs. 4 oz... 24c

8 N 7922—5 Lb. Bag Shpg. wt., 5 lbs. 8 oz... 49c

8 N 07885—Shpg. wt., 30 lbs. 25-Lb. Carton with 50 Empty Boxes... \$2.39

50-50 Hard and Filled
BETTER—Satin-finished. At least ½ the pieces filled with jams, creams, etc.

8 N 7941—Shpg. wt., 6 lbs. 5 Lbs. in Handsome Gift Tin... 74c

8 N 7926—2 Lb. Bag Shpg. wt., 2 lbs. 4 oz... 26c

8 N 7930—5 Lb. Bag Shpg. wt., 5 lbs. 8 oz... 59c

8 N 07886—Shpg. wt., 30 lbs. 25-Lb. Carton with 50 Empty Boxes... \$2.89

3 Styles of Packing • 5-Lb. Gift Tin • 2 and 5-lb. Paper Bags • 25-Lb. Carton

2 lbs. 24c And Up

Deluxe All Filled
BEST—Our finest quality. Crispy sugar shells filled with jams, nut butters, creams.

8 N 7942—Shpg. wt., 6 lbs. 5 Lbs. in Handsome Gift Tin... 89c

8 N 7957—2 Lb. Bag Shpg. wt., 2 lbs. 4 oz... 32c

8 N 7962—5 Lb. Bag Shpg. wt., 5 lbs. 8 oz... 73c

8 N 07887—Shpg. wt., 30 lbs. 25-Lb. Carton with 50 Empty Boxes... \$3.47



Empty Candy Boxes

Gay and festive. Assorted designs, ½-lb. size, with tape handles. Ideal for church, school, and lodge parties.

8 N 7990 Shpg. wt., 8 oz... 12 for 10c

8 N 7991 Shpg. wt., 2 lbs. 4 oz... 50 for 37c

8 N 7992 Shpg. wt., 3 lbs. 11 oz. 100 for 67c

"Candy Town" Empty Christmas Boxes

Make Christmas candy twice as exciting for the youngsters. These colorful ½-pound boxes are designed in shapes of buildings—10 different styles—a complete town that looks lovely under or on the tree. Tabs on boxes for hanging. FUN to play with after Christmas, too. Shpg. wts., 8 oz.; 2 lbs. 4 oz.; 3 lbs. 11 oz.

8 N 7993 12 for 12c 8 N 7994 50 for 44c 8 N 7995 100 for 79c

Christmas Buttercreams

Thrill the kiddies with these pure wholesome buttercreams in many appealing shapes, tasty flavors and pleasing colors. They'll love to pick out the individual objects—tiny Santas, Christmas trees, autos, dolls, stars, bells, etc.—and eat them one at a time. Shpg. wts., 1 lb. 6 oz.; 2 lbs. 10 oz.; 6 lbs.; and 30 lbs.

8 N 7916 1-lb. Box... 14c 8 N 7917 2-lb. Box... 27c 8 N 7920 5-lb. Box... 65c

8 N 07883—25-lb. Carton with 50 empty boxes... \$3.15

2 lbs. Candied and Stuffed Fruit 69c

A Christmas delight that the whole family will enjoy. Big delicious California figs candied with honey and syrup, all cherry topped. Large pitted dates, some stuffed with blended fruits and nuts, others stuffed with dates. All dates are nut-topped. Two-pound box has beautiful scene printed on the cover. This treat looks far more expensive than it really is. Shpg. wt., 2 lbs. 8 oz.

8 N 7947—2-lb. Box... 69c



2 lbs. Stuffed Fruit on Utility Tray 98c

Thrillingly delicious fruit together with a smart, serviceable tray. Mmm-m—candied pineapple, stuffed prunes, dainty fig and date sandwiches with marshmallow, nuts and cherries. Packed on a beautiful walnut finish "Hasko" tray (abt. 16½x7½ in.) that's perfect for parties, bridge and luncheons. Just the thing for serving sandwiches, too. Cellophane wrapped. Shpg. wt., 3 lbs.

8 N 7884—Fruit Tray... 98c





AMERICA'S FAVORITE CHOCOLATES Sensational Value

3 Pounds
\$1.00

There are reasons why this is America's Favorite and those reasons are—**Quality—Variety—Beauty of Package.** It is the very best 3-pound box of candy Sears have ever sold at this price. A delightful assortment of the most luscious, smoothly blended chocolates you've ever tasted, together with fruit nougats, bon bons, nut clusters, creamy caramels and other delightful candy treats. Forty different varieties—all hand dipped and hand rolled. Equal in quality to the expensive candies made by famous confectionery kitchens. Packed in a beautiful American Beauty Rose metal box for a gorgeous gift.

B N 7921—Shpg. wt., 4 lbs. 3 lbs. Candy... **\$1.00**



Santa says

"For a Real Taste Thrill and Economy, Too
Buy Sears Fruit Cakes"



3 lbs. "BEST BUY" in Christmas Gift Package \$1.00

Ⓐ A gift special to round out your Christmas list! Not the ordinary spice cake usually sold at this price... but a real fruit cake of finest kitchen-pure ingredients. Full of choice fruit and nuts... big, red cherries, candied fruits, raisins and crunchy pecans... all blended to make an irresistibly tangy cake. Come, in a beautifully decorated metal gift box. Be sure to order enough for the entire Holiday Season. Shipping wt., 4 lbs. **\$1.00**
B N 7948—3-lb. Fruit Cake...

5 lbs. Our Finest in Beautiful Gift Tin \$2.98

Ⓑ Made from an old English recipe—moist and flavorful as if aged for months. Has all the mellow goodness and spicy flavor of cakes selling for much more. Chock full of nuts and fruits—whole red cherries, glazed pineapple, orange peel, raisins, citron and pecans. Makes a perfect after-dinner treat. Packed in beautiful metal gift box. Shpg. wt., 6 lbs. 10 oz. **\$2.98**
B N 7946—5-lb. Cake...

5 lbs. Fine Quality in Decorated Gift Tin \$1.98

Ⓒ You can't buy a better cake at this price. Second only to Our Finest fruit cake (B) at left. Full of nuts and fruits including cherries, raisins, pineapple, citron and pecan meats. In decorated metal gift box. Shipping wts., 6 lbs. 10 oz.; 3 lbs. 4 oz. **\$1.98**
B N 7945—5-lb. Cake...
B N 7944—2-lb. Cake... 89¢

5 lbs. Good Quality Rich, Tasty, Wholesome 98¢

Ⓓ A real fruit cake, with lots of fruit and nuts... cherries, raisins, lemon and orange peel, and tasty nuts, all mixed in a spicy batter. An unusual value at this price. Cellophane wrapped and boxed. Shpg. wts., 5 lbs. 14 oz.; 2 lbs. 8 oz. **98¢**
B N 7937—5-lb. Cake...
B N 7912—2-lb. Cake... 49¢

SEARS, ROEBUCK AND CO.

Easy Terms

DON'T FORGET! Imported china can be bought on Easy Terms, too, in orders of \$10 or more. Buy it on sale to use during the holidays... pay for it monthly! See Page A in Center of Book.

Christmas Sale!

FINE IMPORTED CHINA

15 Carloads Bought to Make This the Outstanding Sale in Sears History!



Derby

32 Pc. Set WAS \$8.39 53 Pc. Set WAS \$12.98
\$11.98 \$18.98

It's colossal... stupendous... and unbelievable... when genuine china prices are cut to the quick! Finest quality, snow white translucent china imported from the famous Meito potteries in Japan! Dainty pastel nosegays against wide ivory rim... red and tan scroll border. Gold edge line on plates; Gold tracery on handles, knobs.

35 N 04901—State Size of Set. Mailable.

32-Piece Set. Service for Six. Shpg. wt., 23 lbs. Was \$11.98. NOW ONLY... \$8.39

Sugar and Creamer. Shpg. wt. 3 lbs. REDUCED TO \$2.49

53-Piece Set. Service for Eight. Shpg. wt., 42 lbs. Was \$18.98. NOW ONLY... \$12.98

35 NM 4901—State Set (A) or (B). Not Mailable. 93-Piece (A) Set. Service for 12 with Soup Plates. Shipping weight 76 pounds. \$23.98

Was \$34.95. NOW ONLY... \$23.98

93-Piece (B) Set. Service for 12 with Handled Cream Soup Cups. Shpg. wt., 76 lbs. \$24.98

Was \$37.95. NOW ONLY... \$24.98

K 6448 MN 10-16-40

See Big Catalog or Write for Open Stock Prices and Set Compositions. See Page 23 for other dinnerware!

SALE ENDS DECEMBER 24, 1940



Ogden

32 Pc. Set WAS \$6.39 53 Pc. Set WAS \$9.39
\$8.98 \$14.98

We've slashed the bottom right out of the market to bring you imported dinnerware at huge savings! Deep red and tan border and softly colored floral sprays glow against rich Ivory colored rim. Fine quality genuine translucent pure white china imported from Japan. Gold edge on all pieces. Handles and knobs half covered with coin Gold.

35 N 04902—State Size of Set. Mailable.

32-Piece Set. Service for Six. Shpg. wt., 23 lbs. Was \$8.98. NOW ONLY... \$6.39

Sugar and Creamer. Shpg. wt. 3 lbs. REDUCED TO \$1.69

53-Piece Set. Service for Eight. Shpg. wt., 42 lbs. Was \$14.98. NOW ONLY... \$9.39

35 NM 4902—State Set (A) or (B). Not Mailable. 93-Piece (A) Set. Service for 12 with Soup Plates. Shipping weight 76 pounds. \$17.98

Was \$25.95. NOW ONLY... \$17.98

93-Piece (B) Set. Service for 12 with Handled Cream Soup Cups. Shpg. wt., 76 lbs. \$18.98

Was \$28.95. NOW ONLY... \$18.98

Printed in U. S. A.

SEARS, ROEBUCK and CO.

Christmas Sale!

LOWEST PRICES IN SEARS HISTORY

FINE IMPORTED CHINA

Prices Reduced as Much as 36% From Our Big Catalog



Annette

32 Pc. Set WAS \$7.39 53 Pc. Set WAS \$12.39
\$9.98 \$16.98

Absolutely unheard-of give-away prices for genuine imported china of this superior quality! Richly ornamented with clusters of roses in a tan and green border on wide ivory colored shoulder. Fine quality white translucent china made in the world famous Meito kilns of Japan. Every piece edged with Gold... handles and knobs half-covered with coin Gold.

35 N 04835—State Size of Set. Mailable.

32-Piece Set. Service for Six. Shpg. wt., 23 lbs. Was \$9.98. NOW ONLY... \$7.39

Sugar and Creamer. Shpg. wt. 3 lbs. REDUCED TO \$2.19

53-Piece Set. Service for Eight. Shpg. wt., 42 lbs. Was \$16.98. NOW ONLY... \$12.39

35 NM 4835—State Set (A) or (B). Not Mailable. 93-Piece (A) Set. Service for 12 with Soup Plates. Shipping weight 76 pounds. \$22.98

Was \$29.95. NOW ONLY... \$22.98

93-Piece (B) Set. Service for 12 with Handled Cream Soup Cups. Shpg. wt., 76 lbs. \$23.98

Was \$32.95. NOW ONLY... \$23.98

See Big Catalog or Write for Open Stock Prices and Set Compositions. See Page 23 for other dinnerware!

SALE ENDS DECEMBER 24, 1940

Patrician

32 Pc. Set WAS \$5.39 53 Pc. Set WAS \$7.39
\$7.98 \$12.98

The standout bargain in an outstanding sale... that's Patrician! It's fine, snow white, translucent china imported from Japan! Wide ivory band covers shoulder and extends into center of plate. Flowers in pastel tones of rose, blue and yellow decorated border. Gold edge lines and Gold trimmed knobs and handles add final touch of richness.

35 N 04889—State Size of Set. Mailable.

32-Piece Set. Service for Six. Shpg. wt., 23 lbs. Was \$7.98. NOW ONLY... \$5.39

Sugar and Creamer. Shpg. wt. 3 lbs. REDUCED TO \$1.29

53-Piece Set. Service for Eight. Shpg. wt., 42 lbs. Was \$12.98. NOW ONLY... \$7.39

35 NM 4889—State Set (A) or (B). Not Mailable. 93-Pc. (A) Set. Service for 12 with Soup Plates. Shipping weight 76 pounds. \$13.98

Was \$22.95. NOW ONLY... \$13.98

93-Pc. (B) Set. Service for 12 with Handled Cream Soup Cups. Shpg. wt., 76 lbs. \$16.98

Was \$25.95. NOW ONLY... \$16.98

SEARS, ROEBUCK and CO.